

**SPECIAL! '57 SHOW ISSUE!**

# MOTOR TREND

**FACTS, FIGURES,  
AND FEATURES on  
ALL '57 CARS**

plus

**3 ROAD TESTS  
CHEVY, FORD, PLYMOUTH**

JANUARY 1957 25c

SPECIAL! 1957 SHOW ISSUE!



DEC 13 P.M.

CHEVROLET



FORD



BUICK



PLYMOUTH



OLDSMOBILE



PONTIAC



MERCURY



DODGE

COMPLETE NEW CAR GUIDE

NEW CARS! NEW CARS! SEE BACK COVER

LOOKS LIKE *Pontiac*  
 Cornered the Market  
 ON "FIRSTS"



It's new from power to personality, this '57 Pontiac, and packed with a carload of fresh ideas that caught the entire industry by surprise! There are over 6-dozen "firsts" in this spanking-new beauty, all proved and polished to perfection in the most grueling road test ever undertaken—the 100,000-mile Marathon Run! Sample the '57 Pontiac's cloud-soft ride, its cat-quick wheel response, the lusty brilliance of its all-new V-8 engine. This solidly proved newcomer will spoil you for anything else!

**FIRST CAR AT ANY PRICE WITH . . .**

**Star Flight Body Design**—a Pontiac Exclusive—longer and lower than ever before—'57's most distinctive automotive styling.

**The "Off-the-Shoulder" Look Interior Styling**—a fashion "first" for '57—perfectly color-matched with the exterior of your choice.

**New World-Record V-8 Engine**—270 h.p. in the Star Chief and Super Chief Series, 252 in the Chieftain—with smoother Strato-Flight Hydra-Matic, an extra-cost option.

**Cloud-soft, Level-Line Ride**—the ride sensation of the year—a new suspension system based on a big, road-hugging 124- or 122-inch wheelbase.

**Three Popular-Priced Series:** Star Chief • Super Chief • Chieftain.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

**IT'S AMERICA'S NUMBER ① ROAD CAR!**



EDITOR.....Walter A. Woron

Managing Editor.....Pete Molson  
Executive Editor.....Don MacDonald  
Sports Editor.....Paul Sorber  
Classic Car Editor.....Bob Gottlieb

#### ART STAFF

Director.....Al Isaacs  
Art Editor.....Bryce Gillespie  
Production.....Yvonne Hull  
Photo.....Bob D'Olive  
Al Palocsy, Colin Crafts

PUBLISHER.....R. E. Petersen

General Manager.....Lee Ryan  
Business Manager.....Ted Johnson  
Circulation Mgr.....Gordon Behn

#### ADVERTISING

Manager.....Jim Going  
Production.....Dick Jones

#### ADVISORY STAFF

Engineering Editor.....John Booth  
Technical Advisor.....Doug Moreton



## CONTENTS

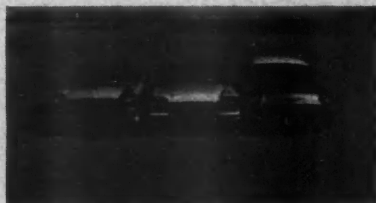
JANUARY

1957

PUBLISHED MONTHLY

VOL 9 NO. 1

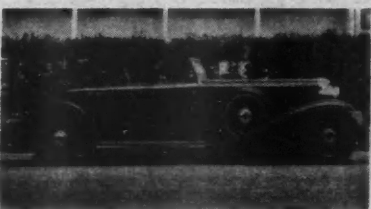
### SPECIAL THIS ISSUE . . .



WHICH ONE of the low-priced three should you buy? Complete road tests in this issue may help you decide.



FOR SHEER ECONOMY the Goliath leads the way with its rare fuel-injected, two-cycle engine. Page 82.



A TRUE CLASSIC—the Chrysler LeBaron lives up to all expectations. See Drivescription on page 64.

MOTOR TREND, U.S. Copyright 1957 by Petersen Publishing Co., 5959 Hollywood Blvd., Los Angeles 28, Phone HOLlywood 2-3261. Entered as 2nd Class Matter at the post office at Los Angeles.

SUBSCRIPTION RATE: \$3.00 per year; 2 years—\$5.00. Above rates for U.S., its possessions, Canada; all other countries: one year—\$4.00; 2 years—\$7.00. Single copy 25c. On sale at newsstands throughout the country.

CHANGE OF ADDRESS: Three weeks' notice is required. When requesting a change, please name magazine and either furnish an address imprint from a recent issue, or state exactly how label is addressed. Change cannot be made without the old as well as the new address.

ADVERTISING: Advertising Sales Mgr.—Jim Going, 5959 Hollywood Blvd., Los Angeles 28. Midwest Advertising—Joseph Anglin, 1515 Beak Bldg., Detroit 26. Phone Woodward 3-8660. Eastern Advertising—Ben LaMaster, 590 Fifth Ave., New York 36. Phone Circle 6-1365. Closes 25th of 3rd month preceding publication date. (See SMDs.)

CONTRIBUTIONS: Should be mailed to 5959 Hollywood Blvd., Los Angeles 28. They must be accompanied by return postage and we assume no responsibility for loss or damage thereto. Any material accepted is subject to such revision as is necessary in our sole discretion to meet the requirements of this publication. Upon acceptance, payment will be made at our current rate, which covers all authors and/or contributor's right, title, and interest in and to the material mailed including but not limited to photos, drawings, charts and designs, which shall be considered as text. The act of mailing a manuscript and/or material shall constitute an express warranty by the contributor that the material is original and in no way an infringement upon the rights of others.

Printed in U.S.A. by Pacific Press Inc., Los Angeles.

### road tests

- 68 '57 Chevrolet
- 72 '57 Ford
- 76 '57 Plymouth

### the new cars

- 20 '57 Buick
- 22 '57 Cadillac
- 24 '57 Chevrolet
- 26 '57 Chrysler
- 28 '57 Continental
- 28 '57 Corvette
- 30 '57 DeSoto
- 32 '57 Dodge
- 34 '57 Ford
- 36 '57 Imperial
- 38 '57 Lincoln
- 40 '57 Mercury
- 42 '57 Metropolitan
- 42 '57 Nash and Hudson
- 46 '57 Oldsmobile
- 48 '57 Plymouth
- 50 '57 Pontiac
- 52 '57 Rambler
- 54 '57 Studebaker
- 56 '57 Thunderbird
- 56 '57 Packard and Clipper
- 58 '57 Eldorado Brougham
- 60 Specifications of the '57 Cars
- 61 Prices and Accessories

### general

- 10 Spotlight on Detroit: The Sales Outlook for '57

### classic cars

- 64 Drivescription of a '32 Chrysler LeBaron

### foreign cars

- 8 Down Under—the Holden
- 14 The Pegaso: Pegasus Still Flies
- 82 Driving Around—in a Fuel-Injected Goliath

### sports

- 88 Motor Sports: Palm Springs Road Race

### technical

- 80 Technical Questions

### departments

- 4 Editorial
- 4 Memo from the Editor
- 4 Letters
- 12 Glove Compartment
- 16 Car Owner's Library
- 84 Motoring Accessories
- 86 Sell 'N' Swap Ads
- 90 From the Rear Seat

### next month

HOW HOT IS HOT? The February MOTOR TREND will bring you complete road tests of the three hottest cars of '57—the Buick Century, Dodge D-500, and Oldsmobile Super 88.

Automotive Research Library  
★ PETERSEN PUBLISHING CO. ★

# A Great American Tradition

By George W. Romney

President, Automobile Manufacturers Association

**T**HE FIRST postwar National Automobile Show opens in New York's Coliseum December 8.

It will be a symbolic and historic moment for the automotive industry, marking the return of an old tradition and symbolizing the transition from the most productive automotive decade of all time to a highly promising new era.

In keeping with this significance, the spirit and concept of the Show will carry out the theme of "AMERICA ON THE MOVE—A Salute to a Car-Traveling People."

The history of the occasion goes all the way back to the very first auto show in America, held at Madison Square Garden in 1900. Thereafter, the National Automobile Show was an annual affair in New York City, attracting world-wide interest and attendance. The threat of World War II intervened, causing cancellation of the 1941 Show. Postwar readjustments, the Korean emergency and a lack of suitable exhibition facilities were among the factors delaying the Show's re-establishment.

This 42nd National Show will unquestionably be the most impressive ever held, with the entire industry working to make it so. In the magnificent new Coliseum, a show can be staged of greater size and spectacle than was ever before possible.

Exhibition areas will fill three huge floors. The new products of 11 truck manufacturers will be displayed on the first level, with passenger car exhibits occupying the second and third floors. An innovation of the Show will be a colorful Broadway revue presented six times daily on a specially constructed stage in the

second floor exhibit area of the huge Coliseum.

Throughout the Show, our theme, "America on the Move," will pay tribute to dynamic America in this great postwar decade and in the years ahead.

And what a decade it has been, packed with great achievements such as the harnessing of atomic power, supersonic flight, coast-to-coast television, an effective polio vaccine.

Never have we known 10 years of more buoyant economic vigor and growth. National income and product have risen approximately 70 per cent. Individual purchasing power is up about 40 per cent. Cities have been redeveloped and criss-crossed with modern expressway systems. Millions of new homes have been built. The suburbs have boomed. Never have general living standards climbed so fast.

In all this, highway transportation has played a vital role. During the 1947-56 decade, the U. S. automotive industry will have produced a staggering 67 million motor vehicles—exceeding the total of the first four decades of the century. Vehicle registrations have increased 90 per cent. Highway transportation industries now employ 10 million in America, or one out of seven in the total work force.

And, believing that we have seen only the beginning of America's growth and progress, the automotive industry is investing in expansion and modernization at a record rate, with some \$2 billion spent in capital outlays this year alone.

America is on the move!



from the editor

**I**T WAS OCTOBER 12th, 1940.

The place was the Grand Central Palace, New York City.

It was opening day of the National Automobile Show, 41st in a series that had run uninterrupted since 1900.

Sponsor for the sixth time was the Automobile Manufacturers Assn., with the theme that year being "For Peace and Freedom."

Decorations were done up in a Latin-American theme to celebrate the 50th anniversary of the Pan-American Union.

Passenger cars on exhibit were: Buick, Cadillac, Chevrolet, Chrysler, DeSoto, Dodge, Ford (for the first time), Hudson, Lincoln-Zephyr and Mercury (both also for the first time), Nash, Oldsmobile, Packard, Pontiac, Plymouth, Studebaker, and Willys-Amarcar.

The next year the Palace was empty. The A.M.A. had decided to cancel the show so that manufacturers could devote their entire efforts to national defense. No longer was there a common meeting ground where trained eavesdroppers from the industry could pick up comments from the many thousands of showgoers. No more could these suggestions and criticisms be tabulated, interpreted, and, in many instances, applied to future models. And no more would many newspapers and automotive trade journals devote special sections and entire issues to the Show.

Now, over a span of 16 years, the A.M.A. and the individual manufacturers are carrying forward the tradition of the National

Automobile Show. Many wheels have rolled over the roads in that time and much progress has been made. The average car is now inches lower, wider and longer. Automatic transmissions, power steering, and high horsepower V8 engines are now the rule instead of the exception.

The 42nd Show will also take place in New York, though in the newly constructed and more modern Coliseum. The number of new car makes has increased from 17 to 20 but consists of basically the same ones: Buick, Cadillac, Chevrolet, Chrysler, Continental, DeSoto, Dodge, Ford, Hudson, Imperial, Lincoln, Mercury, Metropolitan, Nash, Oldsmobile, Packard, Pontiac, Plymouth, Rambler, and Studebaker.

Newspapers and automotive trade journals are again devoting special sections and issues to the Show, as we are with this issue of MOTOR TREND. You can also be certain that the professional listeners will once more be there, gathering your comments about the '57 cars.

At MOTOR TREND we see more to the resumption of the National Automobile Show than a conclave of manufacturers, dealers, and parts suppliers. It is one of the few places in the country and one of very few times during the year when you can see ALL the cars together at one time. You can look, probe, compare, and tell the exhibitors what you like or don't like. For those of you fortunate enough to attend the Show, it's a great opportunity to see and be heard.

For those of you who can't see the Show, we hope that the coverage of all the cars in this Special A.M.A. Show Issue will provide a reasonable substitute. And in the coming months, as you look over the new cars, buy them, drive them, and ride in them, we'll be looking forward to receiving your comments about them. Through our pages we'll pass on your remarks to the industry. In this way all of us—manufacturers, you as the most vociferous group of the motoring public, and we as your spokesman—can contribute our share to the building of better and safer cars.

*Joe A. Brown*



Swept-Wing '57 Dodge Royal Lancer 2-Door with dramatic Flight-Sweep styling.

Step into the wonderful world of AUTODYNAMICS



It unleashes a hurricane of power !

*It tames a tornado of torque*

*It breaks through the vibration barrier*

*It is swept-wing mastery of motion*

Everything new from road to roof! This is Autodynamics by Dodge . . . a new force in automotive design that will thrill you with its mastery of motion.

When you slip behind the wheel of this Swept-Wing '57 Dodge, you step into a new world of road mastery. Autodynamics has unleashed the thundering power of a new aircraft-type V-8 engine, teamed it with new Push-Button TorqueFlite that packs a 1-2 punch. You sweep along in a low-slung beauty only 4½ feet high, cradled and cushioned by Torsion-Aire Ride that isolates engine vibration, noise and road shock. You have never seen, felt, owned anything like it.

**SWEPT-WING '57 Dodge**



# AUBURN TRIPLE ELECTRODES

will not double  
your gas  
mileage!



Your common sense tells you that engines and driving conditions vary so widely that no manufacturer can honestly make a positive statement that his spark plugs will increase your gas mileage by any definite percentage.

What we say is simply that Auburn Triple Electrodes will produce a noticeable and worthwhile increase in gas mileage and developed horsepower in your car. This is because aircraft-type concave triple electrode geometry makes them inherently more efficient igniters than conventional plugs. Twelve sharp edges to which the spark can jump and a full 100% additional sparking area insure more complete combustion of each gas charge to the cylinder.

In addition, you can expect Auburn Triple Electrodes with new "Alloy #524" electrode metal to have an efficient life as much as double that of other plugs. "Alloy #524" permits the use of a "hotter" plug which will reduce, if not eliminate, oil or lead fouling.

AUBURN, A MAJOR MANUFACTURER OF QUALITY SPARK PLUGS SINCE 1910, INTRODUCED ITS CONCAVE TRIPLE ELECTRODE PRINCIPLE IN 1953. TWO FINISHES—TC-3 BLACK, AND CHROME. SOLD ONLY THROUGH DEALERS. IF YOURS CAN'T SUPPLY YOU, SEND US HIS NAME.

**AUBURN SPARK PLUG CO., INC.**  
343 York St. Auburn, N.Y.

## LETTERS



### DETROIT AND THE DEALER

Gentlemen:

Millions of dollars are spent annually to improve the quality control and warranty programs of the manufacturer's products. As the new car reaches the end of the assembly line, it is given a "roadability" test on a set of rolls which simulate actual road conditions. Any major discrepancy or malfunction is corrected at this time.

Various check-off forms are supplied to the dealer to assure proper pre-delivery servicing, which is one of the most important functions of a dealership. It is not my intention to shift the responsibility from the manufacturer to the dealer, but to inform the prospective and present new car buyer of the actual situation. A certain portion of the new car purchase price is allotted to the dealer to perform this servicing. To be sure of this service, ask the salesman if the new car of your choice has received its pre-delivery or preparatory servicing. If the answer is affirmative, test drive the new car before you sign that final paper.

If problems arise after the new car has been accepted, allow your dealer ample time to correct your problems. The letter to the manufacturer should be used as a last resort. You will find that most dealerships are reliable and honest. They want to keep you satisfied for future new car sales and regular paid servicing.

James R. Blackburn

San Francisco

### FADS VS. CONSISTENCY

Gentlemen:

After carefully reading the last three issues of MT, I have reached the conclusion that while so many auto manufacturers are knocking themselves out introducing so-called "new models," several companies (notably Jaguar, B.M.W., and of course Rolls-Royce) are calmly going along building the most beautiful cars in the world.

Kenny Barker

Quincy, Ill.

### THE BIGGER THEY ARE...

Dear Sirs:

Mr. C. P. Gehman, of Denver, Colo., has an excellent idea which I would like to amplify. In addition to taxing cars on the basis of size, adopt the German system of taxes on the basis of displacement, and insurance on the basis of horsepower.

In Germany, a car owner pays roughly the equivalent of 60 cents per cubic inch displacement per year in taxes, and his liability insurance is based on approximately \$1.80 per horsepower. The reasoning is that if someone can afford a big-engine car he can certainly afford to pay more taxes. And the more horsepower a car has, the more speed. The more speed, the more accidents. The more accidents, the more the insurance company has to 'ork over. The salesmen who talk so glibly of horsepower would then have to explain how car A with 125 horsepower can outperform car B with 150, and how the tiny engine can give such wonderful gas mileage. Mercedes gets 90 mph true speed, and performance to match, out of 116 cubic inches and 85 horsepower in their 190 sedan. Volkswagen is fast becoming a legend in the States and yet it only has 73 cubic inches and 36 horsepower.

David Kenfield

Germany

### THE VALUE OF VOLVO

Dear Sirs:

Your write-up on the Volvo was very good and quite accurate. It describes it as a good, rugged little car, which it is. The remark about its success in road racing has surprised several Swedes I have talked to, as their version of the car has only one carburetor and a somewhat lower compression ratio. The sentence, "the car is delivered there (Sweden) with a five-year guarantee, which is good even if the car is sold several times" should be clarified. The guarantee is not connected with repair parts, labor, or life expectancy of the car. It is a guarantee that any damage incurred by the car in an accident in excess of 200 crowns (approximately \$38) will be paid by the Volvo corporation. In other words, it is a free five-year collision insurance policy of the \$38 deductible size! It is already under fire by the insurance companies and there is a pending suit in Swedish courts to determine its legality.

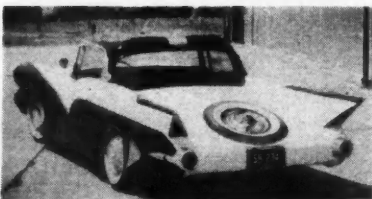
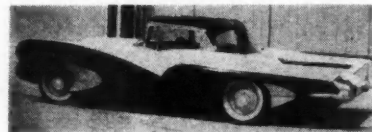
Leroy Lewis

Stockholm, Sweden

### DENTIST'S DELIGHT

Dear Sir:

Thought you might be interested in this creation of 3000 hours of toil (almost two years of spare time). The trim is all stainless



steel and aluminum and the body is Fiberglas construction.

The powerplant is '55 Oldsmobile Super 88, with Hydra-Matic. The front section slides up hydraulically to expose the engine. The interior is finished in white and black Naugahyde.

Dr. I. I. Zacharias North Battleford, Sask.

### FUELS RUSH IN

Dear Sir:

Your point on fuel economy was well taken ["From The Rear Seat," Aug. '56 MT]. All too few motorists, when shopping for a new car, ask about mpg. A prospective buyer would do well to ask, "What is the guaranteed level road mileage at various constant speeds?" The dealer should be able to answer this question and could do so by getting test data on a typical car from his manufacturers' engineering department and then subtracting 5 or 10 per cent to take care of the normal car-to-car variations. Of course, this doesn't tell the buyer exactly what mileage he will get in ordinary driving, but most drivers can be pretty sure of getting a tank mileage equal to 70 to 90 per cent of the level road, 50-mpg mileage.

If there is ever any question about the ac-

tual mileage of a car that has been sold with a mileage guarantee, an hour's testing with a simple tenth-of-a-gallon tester will show, beyond an argument, whether the buyer got the economy he was entitled to.

Dale Kelly

San Antonio, Tex.

#### BUGABOO

Dear Sir:

In regard to the statement in Nov. MT article on Bugattis, "Like all Bug engines, it's an eight," enclosed is a photo of my



Bugatti Type 23 Brescia Model with four cylinders and 16 valves.

According to the Bugatti Owners Club, this is the oldest model in the states. Originally a road racer, it has been converted for street use.

John Abbott

Tiffin, Ohio

Half an eight, maybe?—Editor

#### LEGAL, SCHMEGAL

Gentlemen:

Call this a confession if you like, but I seldom travel at "legal" speeds because I feel that they must be designed for the incompetent. If I were hard of hearing, or if I wore glasses half-an-inch thick, or if I drove a refugee from a junk heap, then the legal speed limits would be fine and dandy.

Don't get me wrong, under special circumstances I believe in going much slower than the legal speed—it works both ways—but when the road is straight and open, and weather and visibility good, why not burn out the carbon a little?

It's time we all faced a few facts. As long as people believe that driving is a chore that anybody can do, we are going to continue to have "highway homicide" at an ever-increasing rate. "Anybody, with a little training, can drive a car," is the misconception and the rule of thumb.

For a few dollars and a drive around the block anybody can get a driver's license and, as long as it is renewed, a person can keep his license till the day he dies, whether or not he continues to see, hear or even think properly after the initial "vision, written and driving tests."

The only real solution to the mounting traffic fatality rate is to cure the trouble at its source. What I'm driving at is that driver's licenses should be issued only to people who can really drive.

First prerequisite should be a complete physical. The second should be a written test to determine not only knowledge of rules of the road but also general intelligence level. Finally, before getting a license, a person should be required to pass a road test that is worthy of the name. Once around the block, parking the car, and starting off on a hill are some indications of driving ability but what may be good enough in city traffic could be pure murder on a parkway.

Too many accidents are chalked up to "excessive speed" when the real reason is simply BUM DRIVING.

Robert W. Mausolf

F.P.O., New York

*Quality to match  
finest custom-made cars...*

## STEWART-WARNER

### INSTRUMENTS, PANELS AND FUEL PUMPS

Stewart-Warner automotive products are backed by a half-century of experience. They're famous for dependability... favorites of those who want the best. And the Stewart-Warner line is complete. Includes 160 MPH speedometers, 8,000 RPM tachometers and every type of heavy-duty gauge. Select *all* your instrument needs—a single gauge or complete panel—from Stewart-Warner! Ask to see Stewart-Warner instruments at your Speed Shop today!

#### Electric Tachometers and Speedometers

Heavy-duty construction for positive performance, accuracy and long life under all conditions. Pointer reading is steady, with minimum of over-run even with abrupt acceleration or deceleration. Odometer registers up to one billion engine revolutions. Power range indicators. 160-MPH electric speedometer also available.



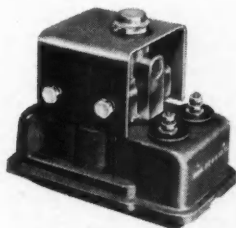
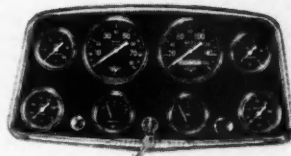
#### Gauges

Stewart-Warner offers a complete line of heavy-duty gauges for custom panels or independent mounting. Vacuum gauges, ammeters, oil pressure gauges, water temperature gauges, etc. All backed by the Stewart-Warner reputation for accuracy and dependability.



#### Panels

Choose an assembled panel ready to install—or make your own custom-styled panel by selecting any combination of instruments and installing them in the Stewart-Warner panel of your choice. The "Hollywood," shown here, holds tachometer and speedometer, any six heavy-duty gauges, starter button, light and ignition switches.



#### Electric Fuel Pumps

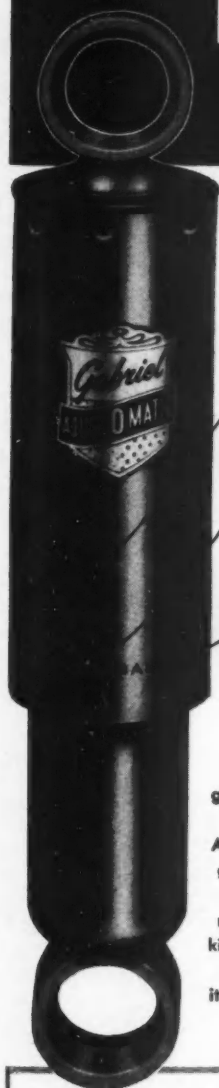
Positive, dependable fuel delivery at all speeds—for quicker starts in any weather, smoother performance, no vapor lock. Operate only when needed; completely automatic. Models for 6- and 12-volt systems.

## STEWART-WARNER

Manufacturers of speedometers, tachometers, electric fuel pumps and gauges for every engine need

Instrument Division, Dept. W-17, 1840 Diversey Parkway, Chicago 14, Illinois

# choose your ride



This is the only genuine adjustable shock absorber. A twist of the wrist gives the ride you want—for your make of car, your kind of driving. And only Gabriel has it . . . Adjustomatic!

## Gabriel

AJUST-O-MATIC

SHOCK ABSORBERS

The Gabriel Company • Cleveland, O.



## Down Under—THE HOLDEN

**A**USTRALIA'S MOST POPULAR CAR, the Holden, was first produced by General Motors-Holdens Ltd., in 1948, and now outsells any other make in the Anzacs' homeland. There is a long waiting list for Holdens in both Australia and New Zealand, and the '57 models are expected to be even more popular since they are the first really all-new Holdens in almost nine years.

On slipping into the driver's seat, the first thing we noticed was the comfortable, relaxing seat position. In the previous models, the seat back was more nearly vertical, and this was quite tiring on a long drive. This seat is fully adjustable, and coupled with the slightly curved one-piece windshield, it gives a vastly improved view of the road, especially close to the car. Rear seating has been improved by an increase in width and legroom. Interior appearance is better, with a washable Elascotal plastic headlining and synthetic seat cover material.

The clutch and brake pedals are pendant types, and took a little getting used to. Both the gearshift and the turn signals are operated from levers on the steering column. The choke, lighter, and windshield wiper knobs, the 110-mph speedometer, the fuel gauge, the temperature and battery discharge warning lights, and all the other controls are conveniently grouped directly in front of the driver, with the radio within easy reach at the center of the dash. A 12-volt electrical system is now standard, for easier starting and to provide power for the accessories.

Since the MOTOR TREND test equipment wasn't available in Australia, it was necessary to rely on speedometer readings for the test results. A maximum indicated speed of

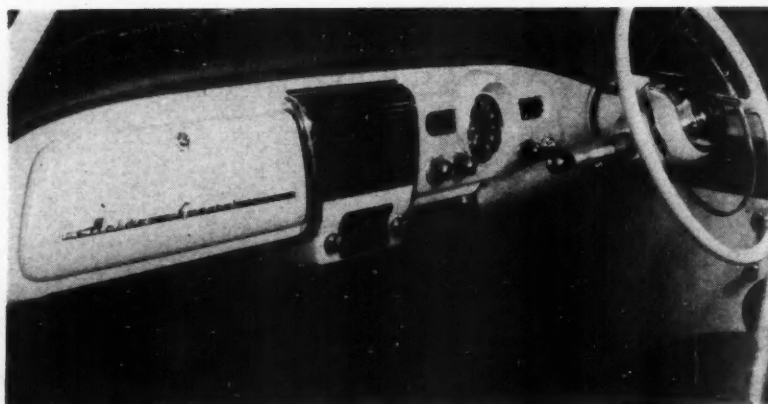
34 miles per hour was accomplished in first gear, 59 mph in second, and the third gear top speed was 81 mph. Standing start quarter mile times averaged 21.3 seconds. Fuel consumption during the period which included the tests averaged 24 miles per gallon. The engine was still tight (there were less than 1100 miles on the odometer) so these figures would probably be much better after the engine had been properly broken-in.

The engine is still an inline six-cylinder overhead valve unit of 3.0- by 3.125-inch bore and stroke and a displacement of 132.5 cubic inches. By increasing the compression ratio to 6.8 to 1, and using larger valves and better porting, brake horsepower has been increased to 70 at 4000 rpm, and the maximum torque is 110 pounds-feet at 1200 rpm.

Handling is where the new Holden comes into its own. The ride is soft and comfortable, and the rear end no longer shows a tendency to break loose on fast cornering. The rear suspension is more firm, and a torsion bar on the independent front suspension increases roll stiffness. The car now stays flatter in a turn, with a desirable slight understeer characteristic becoming apparent during high speed maneuvering. The new small wheels mount 6.40 by 13 tubeless tires, and the new recirculating-ball steering system could probably be made even easier to operate with higher tire pressures than those suggested by the factory.

Brakes also are much improved, stopping the car in just two inches over 30 feet from a speed of 30 mph. There was no detectable fade on continuous hard use. It all adds up to a car built especially for and most suited to Australian conditions.

—Bert Martin





1957

DE SOTO



FIREFLITE SPORTSMAN BY DE SOTO. GOWNS BY I. MAGNIN

## These great advances make the '57 DE SOTO the most exciting car in the world today!

**New Flight Sweep styling.** For 1957 De Soto presents the new shape of motion! Long, upswept tail fins; sleek, lower-than-ever lines; 40% more glass area.

**New Torque-Flite transmission.** Most advanced transmission ever built! Tremendous getaway and passing power . . . velvet-smooth acceleration.

**New Torsion-Aire ride.** Here is the smoothest ride you've ever had in an automobile. You take corners without lean or sway. Braking is level as a table top.

**New super-powered V-8 engines.** There are three powerful new De Soto V-8's to choose from . . . with higher-than-ever horsepower for safer passing.

**New Push-Button control.** Simply touch a button of De Soto's new Triple-Range push-button control—and you're on your way!

**New 4-Season air conditioner.** Mounted out of the way under the dash—it *cools* in summer, *heats* in winter . . . one simple set of controls.

**New interior features.** Exciting new fabrics, smart accenting trim, new flight-styled instrument panel.

Your choice of every advanced power feature. See the most exciting car in the world today at your neighborhood De Soto-Plymouth dealer's.



De Soto dealers present

Groucho Marx in "You Bet Your Life" on NBC radio and TV

# SPOTLIGHT ON



## Higher Sales Despite Higher Prices ?

By Thomas H. Kleene  
Detroit Times Auto Editor

**NOT SO GOOD A SALES YEAR** as record-smashing 1955 but substantially better than mediocre third-best 1956. That, in capsule form, is the outlook for the year ahead in the automobile industry, which may be obtained from analyzing what is being said—as well as being left unsaid—by the principal responsible prophets both inside and outside of Motordom. Such a prediction, of course, is allowing a considerable margin for error. There is a spread of nearly 1,200,000 units between anticipated 1956 sales (6,000,000) and actual 1955 sales (7,200,000). It is hard to see how the industry could miss when that much latitude is allowed. But bear in mind that this "crystal ball season" is a time for some display of humility on the part of the experts. Critics of such an elastic forecast should show some charity towards those who proclaimed in advance that 1956 would be another boom year.

**"ADVANCE READINGS" OF MOST FORECASTERS** for this year turned out to be no better than an amateur weather man would have obtained from a home-made barometer. Insurance rates for crystal balls by now must have soared to a prohibitive all-time high. Those who venture out on the traditional limb to predict how much better 1957 sales will be than they have been in 1956 say with some conviction that retail deliveries should be about 10 per cent higher next year—in the 6,500,000 to 6,600,000 range. And some add cautiously that they "would not be at all surprised" if the total climbed as high as 7,000,000. Sales of 6,500,000 passenger cars next year would make 1957 the second best year in the industry's history. In 1950, which currently ranks second to 1955, retail deliveries climbed to 6,326,000 because of the threat of shortages resulting from the Korean conflict. A 6,500,000 volume also would top the five-year-average for the years 1951 through 1955 by nearly one million units.

**WHAT ARE THE UNDERLYING REASONS** for this optimistic out-

look on next year in the face of the 17 per cent decline in the new passenger car market during 1956? There are important factors in next year's picture over and above the familiar stock observations made by every ivy-towered economist as he reels off impressive box-car figures from memory, citing new peaks in the gross national product, employment, disposable income and the like. First of these is that 1957 is the year of the "tail fin," that direct descendant of the original Cadillac "fish tail," which now is to be found in one form or another on every new model automobile in the industry. This rear fender adornment is the newest frontier reached by the industry's design and styling studios in their unending, not-so-subtle effort to hasten the obsolescence of past model cars. Possibly there may be some initial resistance to the fins, just as there was to the 1948 Cadillac model, but the chances are that as more and more appear on the street, the opposition will evaporate as surely as it did to the Cadillac "fish tail."

**ACTUALLY, THE DECISION TO BUY OR NOT TO BUY**, with many style-conscious customers, will resolve itself into a question of whether or not the present family car looks out-of-date rather than a question of whether or not he approves of the "tail fin" design. More and more the American buyer is coming to regard his automobile as being as perishable as any other fashion item. The "tail fin" is the symbol—like the wrap-around windshield was a couple of years back—of the whopping investment the automobile manufacturers have been making in retooling and merchandising to lure their customers into the 1957 market. Ten of the makes legitimately qualify for the sometimes indiscriminately-used designation of all-new by reason of the fact that their 1957 models have new body shells.

**THE MANUFACTURERS HAVE SPENT** well over half a billion dollars to develop the 1957 cars, including more than 300 million at Chrysler Corp., 209 million at the Ford division

and 100 million at the Mercury division. Those companies which have preferred to keep their expenditures a corporate secret in most instances have acknowledged that the "many millions" they have spent represent their most costly model changeovers in history.

**ALSO CONTRIBUTING TO INCREASED TRAFFIC** in dealer showrooms should be such added styling features as the almost universally longer and lower bodies, dual-headlight systems, and increases in glass area for more and better visibility, and such under-the-hood improvements as greater power and higher compression engines, new suspension systems, better brakes, and transmission refinements. It is the history of the industry that a model changeover of such major proportions almost invariably generates very heavy sales and a faster pace on the industry's assembly lines.

**THE EXTREMELY HEALTHY POSITION** of the industry's retailing organization with respect to inventories of unsold new passenger cars at the time the new models were introduced is a second important factor in the bright 1957 picture. The best evidence of this situation is the probability that total retail deliveries for 1956 will exceed the total production of the factories. This year's volume of assemblies is not expected to equal the anticipated 6,000,000 sales. To place dealers in an advantageous position for next year's models, the manufacturers restricted production very carefully for the last six months of the 1956 model year. It was thereby possible to reduce inventories from an all-time high of more than 900,000 last spring to entirely manageable proportions at the start of the 1957 model year. The result was that there were shortages in some makes of cars at the end of the 1956 model year, and many dealers are likely to enter 1957 with backlogs of unfilled orders because their factories were slower than in most recent years in returning to full production after the changeover.

**THE PRESENT INVENTORY SIT-**

UATION is similar to the one in the fall of 1954 when stocks of unsold cars were at their lowest point since the post-war scarcities. That was an important contributing factor in building 1955 sales to an all-time industry record. The assertion that high inventories in dealers' hands at the start of a model year foreshadow a sales slump can be supported by reference to the drop in retail deliveries in 1954 and again in 1956.

#### THE INDUSTRY IS ATTEMPTING TO STIMULATE SALES

with the most aggressive and extensive promotional and merchandising programs in history to capitalize on this very favorable climate. The greatest fanfare that the manufacturers and dealers ever have stirred up is expected to continue unabated well into the spring selling season. The ballyhoo over the formal public introductions of the new cars had not even begun to subside when the drums started to beat for the first National Auto Show in which the car manufacturers have collaborated on an industry-wide basis since 1940.

#### CONVINCED THAT BIG SHOWS

MEAN BIG SALES, the sponsoring Automobile Manufacturers Association is committed to producing the biggest and best product exhibit ever to be held in hopes of focussing the attention of every prospective customer in the land on the new model automobiles. The end of this New York City show will be the signal for the start of a round of dealer exhibits over the length and breadth of the nation in every town and city with an auditorium or exhibit space large enough to accommodate all of the industry's passenger cars and the thousands of people who will be waiting to compare them.

#### WHAT ARE THE DANGER SIGNS

—if any—and how big a threat do they pose to the attainment of the industry's second-best year? There are at least two: first, the higher price tags, and second, the availability of credit. Either or both of these factors might slow the pace of the new year's market.

**HIGHER PRICE TAGS**, ranging from five to 10 per cent in the suggested factory retail price, have been established for every make with two or three exceptions. For many of these makes, it marks the third consecutive year in which the prices have been raised with the introduction of new models. It is true that none of the boosts are of staggering proportions. The manufacturers do not appear to be concerned over the possibility that they will have any depressing effect on the market, and it

seems unlikely in the present era of high discounting by dealers that the full amount of these increases will be passed on to the retail customer. But, despite the reports of economists that more money is in the family pay envelope than ever before, there is the likelihood that at some point the car buyers may resist these continuing upward adjustments. Whether 1957 will be that year, of course, remains to be seen. If and when any substantial number are "priced out" of the new car market, it might prove to be a "gold rush" for the used car business.

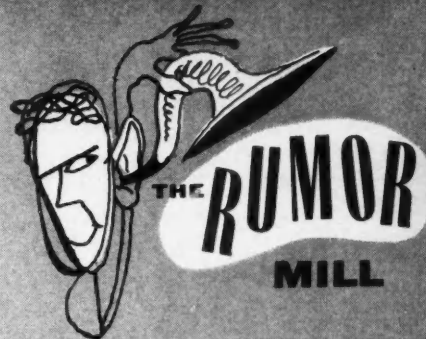
#### THE THREAT TO THE MARKET

which apparently most seriously disturbs many automobile manufacturers is the availability of credit. The repeated increases in the interest rate the Federal Reserve System charges on its loans to member banks naturally is reflected in the amount the car purchaser pays to be able to buy his car on credit. Approximately 60 per cent of the new car purchases in this country are made on a deal involving installment credit and other borrowing together with a cash down payment and a trade-in allowance. Automobile companies who have been in accord with the present Washington administration in almost every other respect have opposed the Federal Reserve's credit policies and have blamed them, in part, for the slump in passenger car sales in 1956. If these charges are valid and there is no loosening of credit, it is entirely possible that next year's car sales could be adversely affected.

#### VIEWING THE LONG RANGE

**PROSPECTS** for the industry, it is difficult to be other than "bullish." As one automobile corporation president has expressed it, "this business never again will be small." Not every year will bring a new record, this individual concedes, but even the so-called "off-years" will be bigger than the peak years of less than a decade ago. One of the most compelling statistics in support of this view is provided by the total registration figures for passenger cars in the U.S. It would require nearly seven years of full capacity production for the industry to replace every one of the more than 52,000,000 passenger cars now registered for use in this country.

To be sure, not every motorist buys a new car every seven years and some are in the used car market rather than the new car market. But the figures demonstrate the tremendous and unending potential, and it may be expected that this potential will be steadily expanded by persons buying their first car or buying a "second" family car for the first time.



"There's a new economy car about to be launched."

**QUITE POSSIBLE**—Although rumors persist that a new full-size economy car is about to be placed on sale, there's still an even chance that the whole project may fall through. A lot depends on what, if any, action Congress takes in regard to super power and super performance.

"Ford will produce a special competition version of the Thunderbird."

**FALSE**—The best word available at this time is that there is no basis for this rumor. Ford rightfully refuses to class the Bird as a sports car.

"Willys Motors will come forth with a new line of vehicles including a family car."

**TRUE IN PART**—Willys does have an interesting new line of vehicles but, with one possible exception, they all will be slanted at the commercial market. The possible exception is that one of the new line may be pushed as a home-grown answer to the Volkswagen Kombi, which is proving popular.

"Chrysler Corp. will produce a sports car in the near future."

**FALSE**—According to several persons reputedly in the know, Chrysler, strangely, has no plans for either a sports car or a sports-type car. On the other hand, the fact that several Dodge dealers in various states are known to have been angling for Dual-Ghia (see MT, Aug. '56) franchises may have given birth to this rumor. Since the D-G is Dodge-based and Chrysler dream car inspired (FireArrow), the name connection with any such supposition is understandable.

"More finned brakes are due on family cars."

**TRUE**—But don't expect many makes to adopt finned brake drums in the immediate months ahead. The fact is that several top makes are under severe testing on proving grounds with vastly improved brakes of conventional design, but one thing in common is that the engineers are becoming convinced that finned drums can provide the more efficient cooling so necessary to prevent serious fade. At least one popular make will have brake fins in '58.



(Advertisement)

# McCulloch Supercharger



## ➤➤ Tips

by  
John Thompson

Studebaker's famed Golden Hawk, whose low silhouette and classic lines won a host of friends in 1956, should attract even more followers this year with the addition of the McCulloch supercharger as a stock item on 1957 models. Known as the Studebaker Jet Stream supercharger, the new unit will provide the Golden Hawk with unmatched acceleration and performance to complement its sleek styling. Horsepower on the Golden Hawk is now rated at 275!

Well, our McCulloch distributors have done it again! At the recent Eliza' e'b City, N.C., drag, Frank Bash of Philadelphia and Boyd Miller of Motor Parts and Machine in Norfolk, Va., both chalked up impressive wins in their class. Bash's '33 coupe with a '56 T-Bird engine (292 cu. inches and three carburetors), won the A/Gas event, while Miller, in a stock 1956 Buick Special sedan (Century manifold and carburetor with Dynaflo), took top honors in the C/Gas run. Of course, both cars were McCulloch supercharged.

Just off the production line is the McCulloch supercharger kit for '57 Fords. It's available for all standard Fords, including cars with factory-installed air conditioning. Available also is the T-Bird kit for '57s. We'll keep you posted as to when supercharger kits for the other '57 cars are ready.

Another item we've just introduced for competition car owners who want the last word in performance is our special carburetor enclosure box. Made of high quality aluminum, the enclosure box can be installed in T-Bird, Corvette and Oldsmobile cars with Edelbrock triple carburetor manifolds without any modification of the hood. It's designed to equalize the air pressure inside and outside of the carburetors and provide better air distribution to carburetor venturis. We feel it will simplify tuneup and calibration problems as well.

We've been compiling data from readers all over the country on unique McCulloch supercharger installations. From time to time, as space permits, we will print some of them in this column . . . they run the gamut all the way from 1929 coupes to new 9-passenger station wagons . . . from helicopters to sea-going pleasure craft. If you know of any out-of-the-ordinary McCulloch installations, send the details to me so that they might be shared with other readers.

Want to step up the performance of your car? Boost the top speed by as much as 20 mph? Add up to 40% to your car's horsepower? It can be done—and with no loss in engine smoothness or reliability—simply by installing a McCulloch supercharger. For complete details, including price and the name and address of your nearest McCulloch dealer, just write to me, John Thompson, Paxton Products Division, McCulloch Motors Corp., 827 W. Olive St., Inglewood, Calif. Tell me the make and year of your car, carburetor type, and what power equipment, if any, you have on it.

12 MOTOR TREND/JANUARY 1957

Pete Molson's

## GLOVE COMPARTMENT



### HITCHED FOR LIFE

THIS GHASTLY SCENE holds few terrors for the dummy, who wears a new safety harness developed by Motor Vehicle Research, Inc., of South Lee, N. H. We don't have one in our hands yet, but the harness "is self-storing when not in use and is void of all buckles and attachments. An automatic take-up reel is mounted on the frame of the vehicle and a steel cable attached to the



harness webbing is concealed in the reel. It is possible . . . to move around with ease in normal motoring. The moment the brakes are applied or a crash occurs the reel reacts and holds the person's entire upper body in a fixed position to prevent injury."

### MURDER SUSPECT

SUSPECTING that carbon monoxide is the true cause of many accidents, Washington State Police have set up voluntary stations where you may have the interior of your car tested for pure air. Rear-end crashes, one-car accidents, and those where the driver "fell asleep" are particularly suspect (CO affects depth perception, slows reaction time, and causes "drowsiness").

### LIMEY LORRY

DOOR HINGES AND LOCKS are the only metal parts in an experimental Fiberglas truck cab displayed at the Commercial Motor Show, Earl's Court, London. Brainiest idea is a clear panel in the lower part of the curbside door, for easier maneuvering and safety.

### STAINLESS REPUTATION

BACK IN 1936 there was much talk that this car could not be built. That was 253,000 miles and three engines ago, but the body needed only a clearing to bring it to this obviously pristine state after 21 years. The

Cyclists, Austin A-30s and the like can hide easily beneath a truck cab's window sill.

### BIG BUSINESS

A CLEARER IDEA of the colossus that the automotive industry has become is the latest contribution of the Automobile Manufacturers Assn. Its annual report yields these staggering data:

Twenty-four per cent of all retail sales and 15.5 per cent of all retail sales firms are now automotive. Gas stations and tire, battery, and accessory dealers gross some \$40 billion each year.

States will need \$970 million to hold up their end in the national highway building program; that is the amount of federal appropriations for the new year.

Yet the users of these new roads make them seem barely adequate: Total vehicle registration is over 62 million; nearly 75 million licensed drivers went 583 billion miles in 1955, or 7800 each.

Seventy-three per cent of U. S. families own cars; 14 per cent of these have more than one. Half of the cars are four-door sedans, but more than twice as many wagons as a year ago.

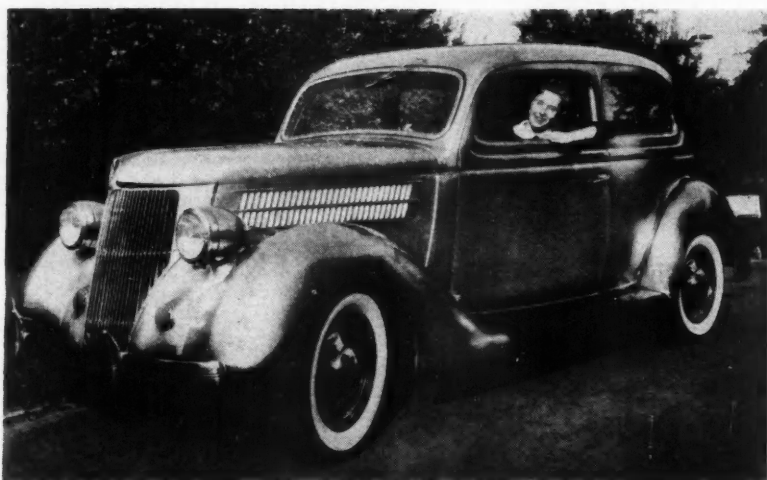
Highway users paid \$7.3 billion in taxes in 1955. Trucks paid \$2 billion of this (as much as all users paid back in '45). And no wonder, since there are 10 billion trucks registered.

Insurance premiums paid totaled \$4.1 billion even in '54 (there are no later figures).

### CARBURETOR CONFUSION

BAFFLED by your carburetor? So are lots of people, especially when it is the exasperating cause of rough idling. The Pennsylvania Refining Co's free Service Bulletin 104 helps explain it in non-complex language. The address is 2686 Lisbon Rd., Cleveland 4.

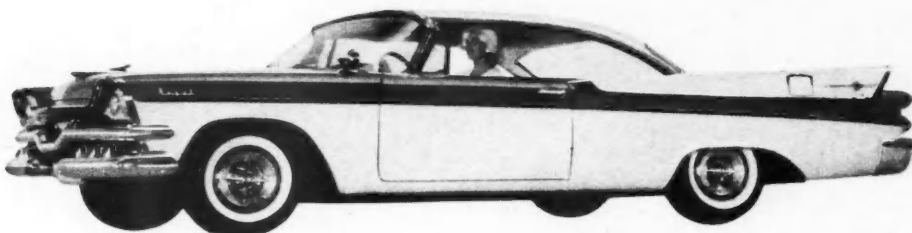
reason is that the otherwise ordinary Ford Tudor is one of six cars built of stainless steel. Allegheny Ludlum Steel Corp. now owns it again and is understandably proud of it.





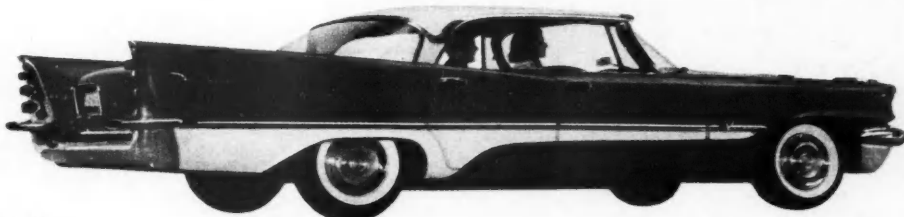
1957 PLYMOUTH

**NEWEST NEW CARS IN 20 YEARS**



1957 DODGE

**WITH THE NEW SHAPE OF MOTION**



1957 DE SOTO

**WITH THE NEW TORSION-AIRE RIDE**



1957 CHRYSLER

**AND NEW PUSHBUTTON TORQUEFLITE**



1957 IMPERIAL

See them at the New York Auto Show, Dec. 8-16. Compare the dramatic differences that proclaim these five as cars of total newness!

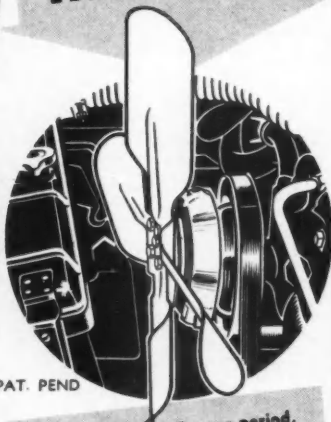
**CHRYSLER CORPORATION**  **THE FORWARD LOOK**

COPYRIGHT 1956 BY CHRYSLER CORPORATION

## Boost Your Power

... with this AMAZING  
NEW FAN-RELEASE UNIT  
THAT AUTOMATICALLY  
DISENGAGES FAN AT  
SPEEDS OVER 40 MPH!

The Amazing NEW  
**FAN-O-MATIC**  
Automatic  
FAN RELEASE



Developed over a 5-year period,  
during which more than 500  
units were installed and used on  
cars with outstanding success.  
Thoroughly road tested.

At speeds over 35 MPH, standard  
automobile fans waste horsepower!  
The FAN-O-MATIC now makes  
your fan a free-wheeling unit,  
releasing wasted horsepower at  
speeds over 40 MPH

- Increases Available Horsepower  
... up to 15 h.p.
- Increases Gas Mileage ... up  
to 2 mpg
- Increases Acceleration ... up  
to 10 %
- Reduces Engine Noise
- Reduces Vibration

Tested and proved at Indianapolis  
Speedway under supervision of United  
States Automobile Club. Simple  
to install, adaptable to all cars.

Available at your garage, service  
station or car dealer. If your favorite  
dealer does not yet have the  
FAN-O-MATIC, ask him to write  
us for the name of Jobber who  
can supply him.



Manufactured by 2146  
**RADIATOR SPECIALTY CO.**  
Charlotte, North Carolina



# pegasus

## STILL FLIES

... WHICH IS CERTAINLY FORTUNATE, since El Pegasus isn't going anyplace on the ground. Empresa Nacional de Autocamiones, S.A., Madrid, Spain, has recently announced these two colts: the Pegaso Z-103 "Berlinette," with two-three seat body by the superb Touring coachcraftsmen, hauled around by a new 3.9-liter (238-cubic-inch) supercharged V8 of 350 bhp; and the Z-102 "Spyder" (dry weight: 2350 pounds) with a 3.2-liter (195-cubic-inch), 290-bhp, blown V8 in a factory body, designed to win races. E.N.A.S.A. claims Pegaso is "... the fastest and highest quality car built to date." Also, we might add, the most expensive. Proof of this pudding would lie in the realm of F.I.A. competition, where Ferrari now holds the official title. That Spyder *looks* fast, and the factory can justly brag about it as a handsome and expensive toy. Until Pegasus races, we will have to believe his wings are clipped.



Next month's issue will bring you

**COMPLETE ROAD TESTS of the HOT CARS OF 1957**

Buick Century — Olds 88 — Dodge D-500

Which can give economy as well as go!

Which makes sense as a family car!

Which has handling to match its power!



# Poetry on wheels!



Ford's Fairlane Five Hundred (in case you wundred)



Oh, sweet chariot, swung low  
You're a dream-car come true.  
There's no car in your field  
That is longer than you

Your trim, sculptured lines  
Stretch o'er seventeen feet.  
Even medium priced cars  
Find it hard to compete



You, who first in your field  
Went so low and so wide—  
You're so heavy and big  
And so roomy inside!



And you say that you come  
In two sizes this year?  
Why, for choice, there's no car  
That can come even near!

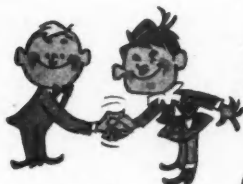


There's no car at the price  
That's so rugged. That's sure!  
Your all new Inner Ford's  
SOLID... SILENT... SECURE

And what car can compare  
With your Thunderbird 'Eight'  
Or what car has a 'Six'  
That is so up-to-date!

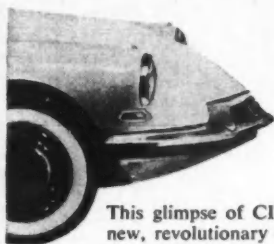


To think a low Ford price  
Brings all this. That's the thing  
Oh, sweet chariot, swung low  
You're so easy to swing!



(Of Ford's great new story—we've told but a fraction  
So see your Ford Dealer... and try Ford in action!)

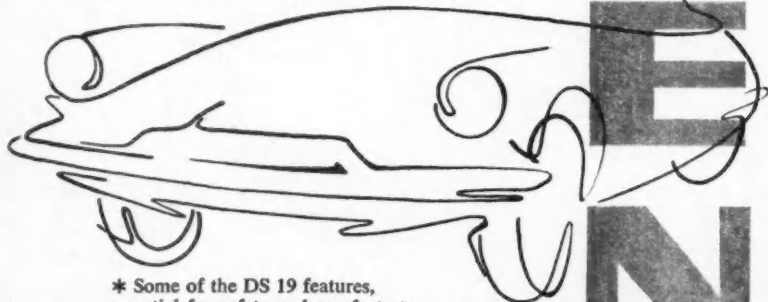
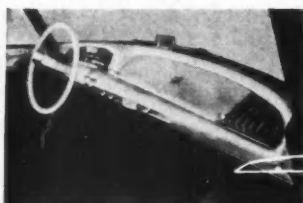
## '57 FORD



This glimpse of CITROËN'S new, revolutionary DS 19 is merely a hint of the unparalleled CITROËN features that places the DS 19 years ahead as the most advanced expression of automotive engineering... distinctively French... so unmistakably CITROËN. Here is a rare blend, combining the performance of the sports car with the luxury of the limousine... chic Parisienne elegance wedded to the road-hugging power of a Monte Carlo performer!

## DS 19 the new CITROËN...is here!

Here is a richly rewarding experience that will have you literally floating on air! We cordially invite you to see the new DS 19, the safest car in the world, in the CITROËN Showroom today... where a complete demonstration awaits you!



\* Some of the DS 19 features, essential for safety and comfort at all speeds, appear for the first time in automotive history.

\* THE CITROËN DS 19 IS THE ONLY CAR, COMBINING AS STANDARD EQUIPMENT, ALL THESE EXCLUSIVE FEATURES: FRONT-WHEEL DRIVE • MONOSHELL BODY • NEW DS. 19 OHV ENGINE WITH DUAL THROAT CARBURETOR • POWER DISC BRAKES • INDEPENDENT FRONT AND REAR BRAKES • CENTRAL HYDRAULIC SYSTEM WITH AUTOMATIC CLUTCH AND AUTOMATIC GEARSHIFT • CITY-SAFE® "NO-SPOKE" STEERING WHEEL AND SAFETY DASHBOARD • EXCLUSIVE CENTRAL FIXATION OF THE WHEELS • LOWEST CENTER OF GRAVITY • UNIQUE CITROMATIC® AIR-OIL SUSPENSION... THE ONLY SUSPENSION THAT ACTUALLY FLOATS YOU ON AIR OVER THE ROAD!

CITROËN CARS CORPORATION

OFFICES & SHOWROOMS AT 300 PARK AVENUE, NEW YORK 22, N.Y.  
8423 WILSHIRE BLVD., BEVERLY HILLS, CALIFORNIA

# CITROËN

car owner's



## LIBRARY

GRAND PRIX

a Sports Car Racing Game

Manufactured and distributed by Wright-Mudge Enterprises, Inc., Fairfield, Conn. Available from R. Gordon & Co., 32 East 59th St., New York 22. \$6.95.

IF YOU'RE A DEVOTEE of bench racing, you'll go for this game that lacks only "the sound of the engines and the smell of gas and oil." It's strictly a game of chance, but with no spinners or dice.

On a 21-inch square board there are two courses: Sebring on one side, and Watkins Glen on the other. Both courses are scale reproductions of these famous sports car road circuits. Scale models of such cars as Mercedes, Alfa, MG, and Austin-Healey are moved around the circuit according to individual specification cards which indicate speed in each gear, braking power, shifting limitations, and cornering ability. No two cars are the same, though the three cars in the four classes are similar in performance.

What you have to do is to know when to take a chance, and when to back off going into a corner. Here's where you can get through "Safely Cornered," "Spin Out," or be forced to make a "Pit Stop."

If you know anything about cornering and racing a sports car, you have an advantage over someone new to the game. If you don't know what to do with a sports car, this game will teach you how. It's a clever and entertaining way to get the Nuvolari out of your system.

—W.W.

### PRESS ON REGARDLESS

by Anne Taylor and Fern Mosk

Published by Simon and Schuster, 630 Fifth Ave., Rockefeller Center, New York 20. Available at local bookstores. \$2.95.

THE WORST KIND of novel about cars that can be written is one that's written by a neophyte on the subject. That's why we so happily spent an evening reading *Press On Regardless*, written by two girls who apparently know the difference between a fuel pump and an ammeter.

Told in the form of letters home to Mother, the humorous plot unfolds in Prudence's bedroom, where she has made a "catastrophic mistake" that will take \$500 to rectify. Hastily, she further explains that "It's not *who* I've had in my bedroom; it's *what* I have in it." Why a girl would build a sports car from the frame up—and all in her bedroom—seems to be due to "... that absent-minded brother of Father's who sent the windup doll to cousin Willard and the wind-up car to me." The \$500 has to be paid to the landlord for damages that will result when she tears down a wall to get the car out!

Trying to solve the situation without help from home she gets a job as a saleswoman for Thoroghbred Motors, the Coast's most lavish foreign car emporium. And thus begins one entertaining experience after another, including the love interest with Eric ("... Laurence Olivier with a crew cut...") who believes girls have nothing to offer that sports cars don't have more of.

—W.W.



## PUTS YOU 3 FULL YEARS AHEAD!

You're living in the exciting future in a 1960-new Plymouth—*only* car that dares to break the time barrier. Plymouth's traditionally great engineering reached far forward to bring you the revolutionary new Torsion-Aire ride...tremendous new power for safety with the fabulous Fury "301" V-8 engine...exhilarating sports-car handling...super-safe new Total Contact Brakes...dramatic Flight-Sweep Styling, the new shape of motion! Drive it! Own it!



*Don't miss Plymouth's "Ray Anthony Show," with couch Frank Leaky on TV every week.*

# SUDDENLY, IT'S 1960 PLYMOUTH



# CHEVY COMES TO THE LINE LOADED FOR '57!

**RAMJET FUEL INJECTION!\*** Did you ever think you'd see this first in the low-price field? Constant-flow fuel injection . . . with instant acceleration that *sprints* the split second you put your foot down! Top gas economy, smoother idling and low-speed operation . . . faster warm-up, too! And you can get it . . . with horsepower ranging up to 283 . . . on any of Chevrolet's 20 models!

*That's the big scoop this season — for Chevrolet has more goodies under that bold hood than you'll find this side of Stuttgart! Read this:*

## **FIVE SILK-SMOOTH ENGINES!**

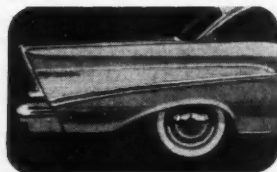
Four hyper-efficient V8's,\* ranging up to 283-cubic-inch displacement and 10.5 to 1 compression ratio. Plus the world's most successful Six, the 140-h.p. "Blue-Flame"!

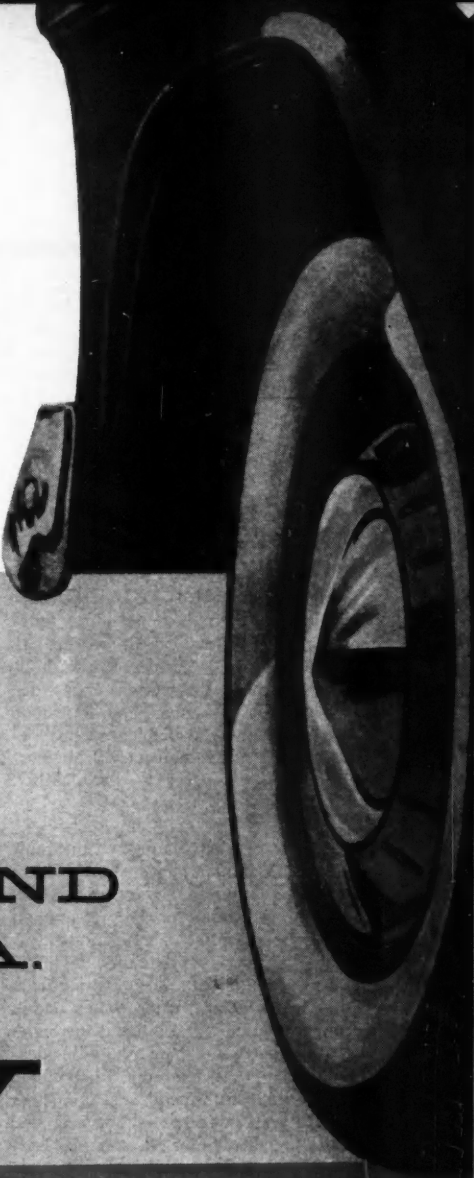
## **TWO AUTOMATIC DRIVES!\***

Velvety Powerglide, of course . . . and now Turboglide, a torque converter with Triple-Turbine take-off and a Hill Retarder for greatly increased "slowing power" on grades!

**BOLD "BIG CAR" STYLING!** From unified bumper and grille styling back to the dramatic flare of its fender fins, Chevy has the boldest, biggest look in the low-price field! Everything is new, from the Command Post instrument cluster down to its 14-inch wheels. *This* is the car that's giving the competition sleepless nights—and you'll know why when you try it yourself . . . soon!

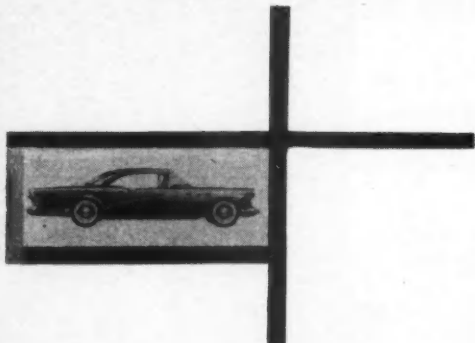
*\*Optional at extra cost.*





**MOTOR TREND  
SPECIAL A.M.A.**

**SHOW  
ISSUE**



## IMPROVED ROADABILITY, REDESIGNED BODIES AND CHASSIS, MORE POWER FOR

# Buick

### What's New

Bodies and chassis of all models completely redesigned . . . outstanding four-door hardtop wagon added to Special and Century lines . . . outsized, ultra-high compression ratio V8 features many detail refinements . . . two- and four-door "pillar" sedans now available only in Special series . . . new ball-joint front suspension contributes greatly to roadability.

### Your Choice

Series 60 Century, while not the most popular Buick, offers buyer nearly every luxury to be found on highest price Roadmaster (Series 70) for only a modest surcharge to the price of a Series 40 Special, the car with which Buick infringes on the upper end of the low price field. Almost without competition for its size in the upper medium price range is the Series 50 Super, detrimmed but otherwise identical to the Cadillac-baiting Roadmaster.

All series feature two- and four-door hardtops and convertibles. Special and Century use the General Motors "B" body shell, as do all Oldsmobile models. Super and Roadmaster share the "C" shell with Cadillac. Station wagons, fabricated for Buick by the Ionia Mfg. Co., are limited to the Series 40-60 chassis, with an unprecedented 60,000 slated to be built. In addition to the hardtop versions, a lower priced four-door wagon with door pillars will help the Special invade Ford, Chevrolet, and Plymouth's suburban market, as will the orthodox Special two- and four-door sedans.

### Buick Power

The big 364-cubic-inch V8 is identical as installed in Super, Century, and Roadmaster, basically similar even in the Special. Difference in latter mainly two less carburetor barrels and lower compression ratio, dropping horsepower 50 units to a still adequate 250. In fact, this

year's Special should equal last year's near top hot Century in performance.

The big jump in displacement necessitated extensive redesign, the best of which can be summed up in more room to breathe. To get the idea, look at some of these percentage increases: venturi area, plus 30; intake manifold area, plus 36; exhaust manifold area, plus 15; exhaust and intake valve areas, plus nine and 15 respectively.

All but the Special engine boasts a 10 to 1 compression ratio, requiring at least 98 octane number (Research) gasoline. This is now available in the East and Midwest, but lag in distribution to other sections may require temporary ignition adjustments on your new Buick. Special owners should encounter no trouble anywhere, and those who chose a three-speed transmission should get by on regular grade gasoline.

Interesting engine details are myriad. Those who have experienced vapor lock with past Buicks will appreciate the cooler location of the inverted fuel pump. Engine mounts are positioned at the "nodals," by definition the points of minimum vibration. Therefore, very little is transferred to the frame, giving the engine a softer feel when power is applied.

Dynaflow for 1957, standard equipment on all but Specials, needed little change to remain competitive. The case is recontoured to fit around the lower body contours and an additional set of clutch plates absorbs greater engine power. Downshifts in DRIVE range newly restricted to full throttle only, to improve clutch life.

Buick retains their rather bulky but trouble-free torque tube drive. An additional universal near the differential keeps the tunnel hump within reason, despite the lower silhouette. Dual exhaust system is standard on Roadmaster, optional on other models.

### Buick on the Road

Despite the opportunity to revert to coil front, leaf spring rear suspension afforded by the changeover of an all-new chassis, Buick engineers chose to stick with coils, front and rear. Two reasons stand out: First, assuming reasonable limits, Buick historically has been more interested in ride than roadability; and second, air bottles will fit where coils were with little redesign.

Actually, '57 Buicks ride a little firmer and handle vastly better than previous models. Most improvement is due to ball-joint front suspension, giving more stability while cornering, better geometry while braking. Dive is at a minimum.

A not-too-sensitive power steering system is standard on big Buicks, optional on others. Mechanics will bless the relocation of the master brake cylinder to the cowl. 15-inch wheels are retained.

### Inside Your Buick

Driver is immediately aware of new styling, with its lower hoodline, higher fenders, and greatly increased glass area. Despite three-inch height reduction, headroom and legroom remain about same.

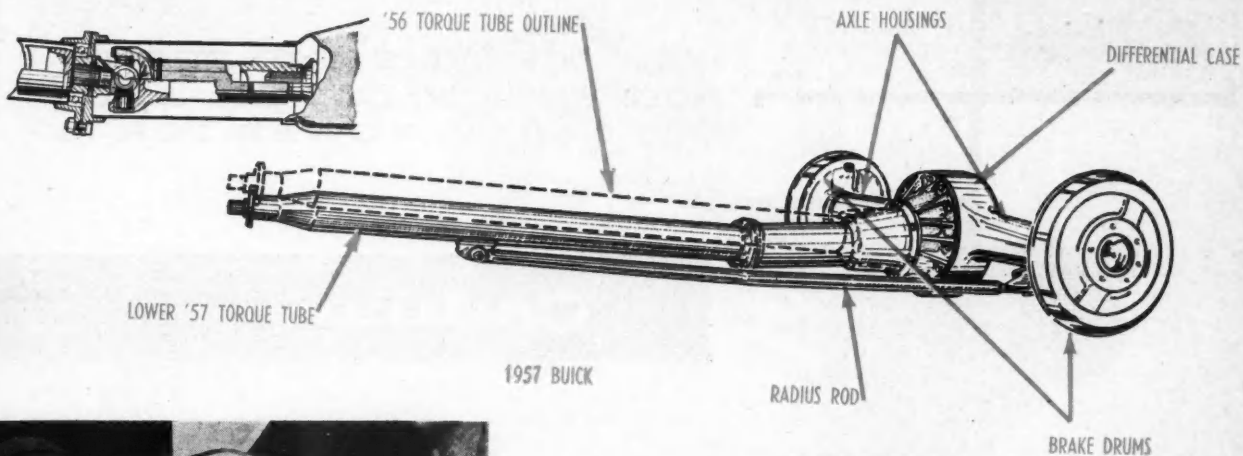
Instrument panels, as well as upholstery, reach a new height in richness. Following trend to cowl-mounting of air-conditioning components, controls for this and the heater are nicely integrated. Windshield wiper-washer button is moved to driver's left. Interesting optional gimmick is a buzzer that can be set to sound off if you exceed the speed limit.

### Why Buy?

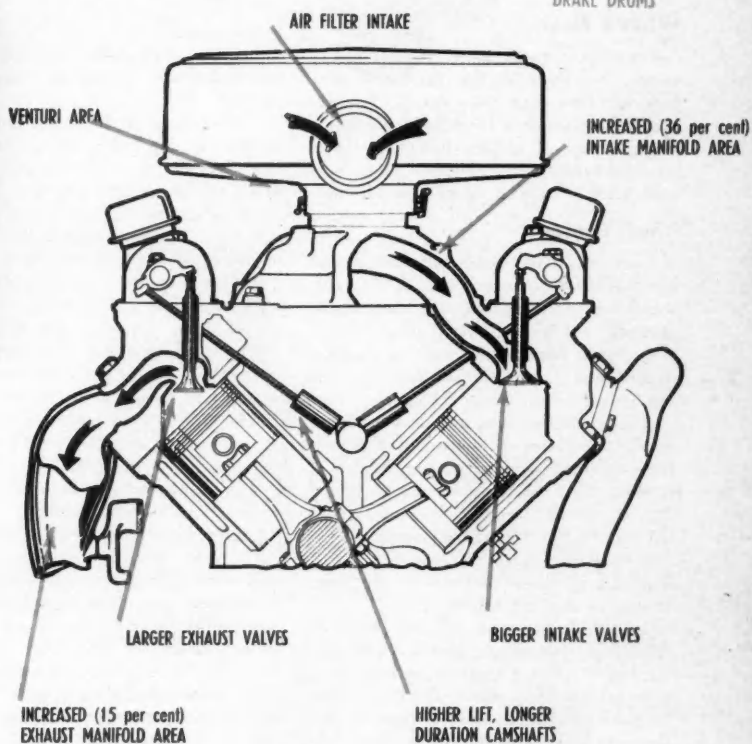
Big car size and prestige available at low first cost and comfortable depreciation rate . . . Advanced styling, but still unmistakably Buick, giving further depreciation protection . . . More power than you can use . . . Good roadability . . . fine boulevard ride.

## SPECIAL 1957 SHOW ISSUE!

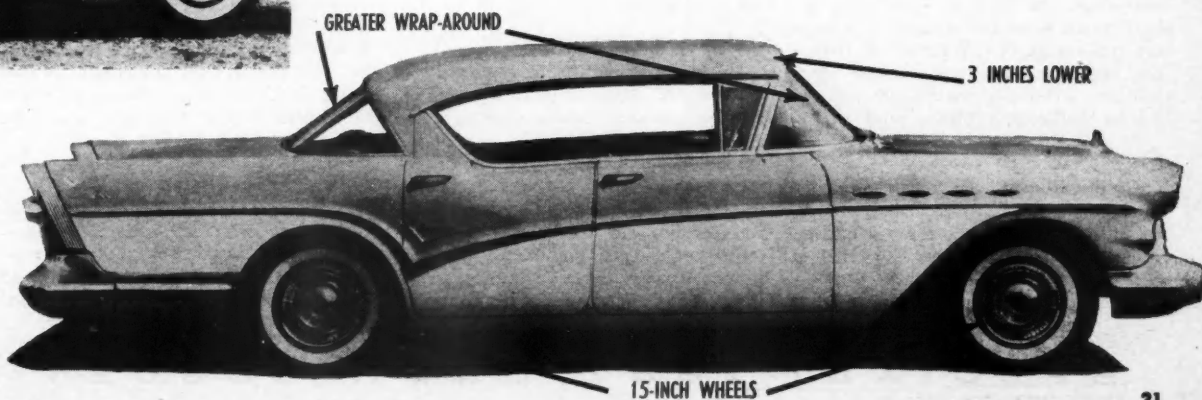


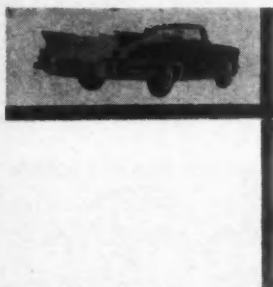


**BALL-JOINT SUSPENSION** is used for first time on all Buicks, making cars more stable, thus safer, on corners and curves.



**SCULPTURED SWEEPSPEAR** has center line in tangerine on all models. Note difference in top line between two-door and four-door hardtop model (below).





## NEW X-FRAME AND FRONT SUSPENSION, LOWER, AND STILL MORE POWER FOR '57

# Cadillac

### What's New

Unusual X-frame with tubular backbone . . . Body styling patterned after Eldorado Brougham show car . . . Fenderless, finned rear deck for regular Eldorados . . . Instead of sedans, four-door, four-window hardtops . . . Spherical joint front suspension . . . Top of 325 horsepower.

### Your Choice

Cadillac produces cars for pocketbooks ranging from fat to mink-lined. Actually, there are many models of theoretically cheaper cars like Chrysler New Yorker and Buick Roadmaster, not to mention T-Bird and Corvette, that *can* cost you more than a basic Series 62 coupe.

These come in plain and de Ville form, as do the Series 62 four-door hardtops. The difference lies mostly in luxury of interior trim. Next in the price line is the elongated (by nearly nine inches overall) Series 60 Special sedan, newly converted to hardtop form and distinguishable by masses of chrome on the lower reaches of the rear fender.

In addition to the \$12,500 Eldorado Brougham, described separately on page 58, there are two versions of what must now be called "standard" Eldorados. Considerably cheaper, relatively speaking, production is limited but there should be enough to go around. Cars are easily recognized by totally different rear end styling where the deck is flush with the quarter panels and fins are inset in a manner reminiscent of GM's Firebird II turbine car. At approximately the same price, you have a choice of the Biarritz convertible or Seville cloth-covered hardtop.

### Cadillac Power

Cadillac's under-hood contents cube out to about the same displacement as Buick, considerably less than the top Chryslers. A 15-horse jump in power (to 300) is derived mainly from redesigned combustion chambers; a slight increase (to 10 to

1) in compression ratio; a new, lower carburetor with larger secondary bores and wider bore spread; and larger intake valves.

Optional on Eldorados (and actually, in practice, on other models too) is a twin four-barrel carburetor and manifold set-up that raises horsepower to 325, equal to the industry's top for regular production cars. However, torque, the real performance factor, does not seem to benefit from the changes, remaining the same as last year's 400 pounds-feet at 2800 rpm (3300 rpm for the optional engine). Therefore, although performance will be adequate, do not expect your new Cadillac to show its taillights to '56 models.

Hydra-Matic, standard on all models, is left almost as was, since its big re-vamping happened last year. This is the one with the second fluid coupling and two sprag clutches replacing the former friction clutch and bands. Gear changes blend into an almost continuous flow of power, but imperceptibly less smoothly than either Dynaflow or Chevrolet's new Turboglide mainly because these do not change gears as such. Big Hydra-Matic advantage is minimum power loss.

Lowered Cadillac silhouette required a switch to a two-piece driveshaft, but still of the Hotchkiss type. A 3.07 ratio gear-set is standard, but specify the 3.36 option if you want best performance at a slight cost in economy.

### Cadillac on the Road

Most remarkable Cadillac advance is the new "X" frame with tubular center. The body is mounted on outriggers instead of the usual side rails. Advantages can be shown by using an extreme example: The 150-inch wheelbase version for the Series 75 limousine weighs 3½ per cent less, yet has 18 per cent more resistance to twist and is 16 per cent stiffer. Actually, biggest advantage stems from beefing up hardtops and convertibles.

Disadvantage is weakened body-side, more vulnerable to damage in a mid-ship collision, despite strengthened rocker panels.

Already excellent Cadillac handling is further improved by adoption of spherical joint (same as ball joint) front suspension, offering better geometry while cornering as well as greatly reduced maintenance requirements. As in other GM makes, much successful attention is paid to the elimination of brake dive.

Further road stability comes from spread-out rear leaf springs mounted parallel to the centerline of the car plus equalized treads (61 inch) fore and aft. Power steering and brakes, 15-inch tires are standard on all models.

### Inside Your Cadillac

It is hopeless to try and describe the almost infinite number of interior designs available, not to mention the 500 exterior color combinations possible. Suffice to say, they are all tops in glamour if not in practicality.

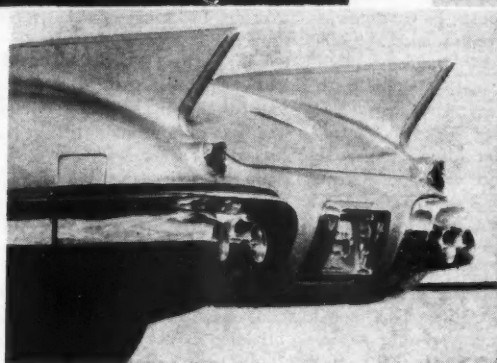
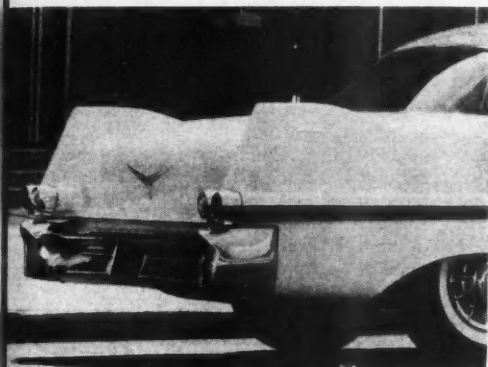
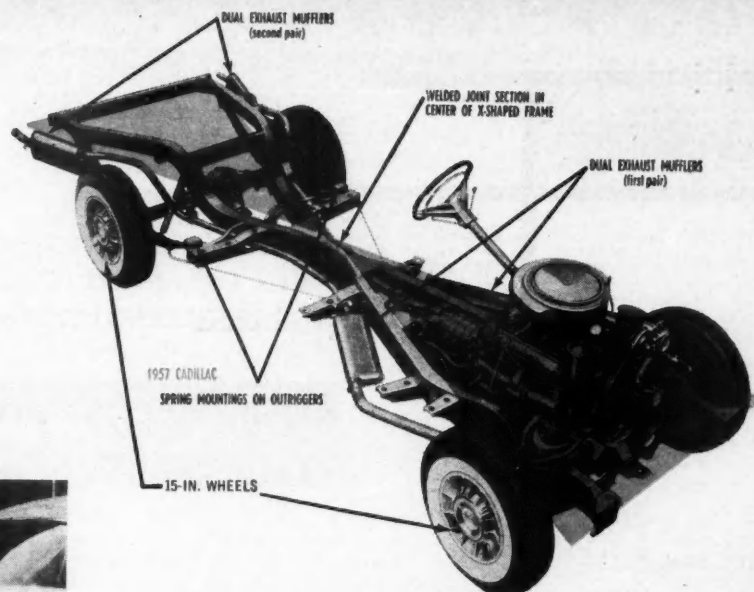
Instrument panel is more readable especially because there is not a single item not marked by a lighted placard. Crash safety requirements are newly acknowledged by recessed knobs, standard panel padding, dished steering wheel, floor-mounted parking brake, and left-of-center glove box. A thoughtful feature is thick padding on the rear facing of the front seats.

Your new Cadillac will seem more lithe, easier to drive although the reasons are inexplicable since dimensions, inside and outside, are about the same except for overall height. Maybe it's that lean Brougham styling.

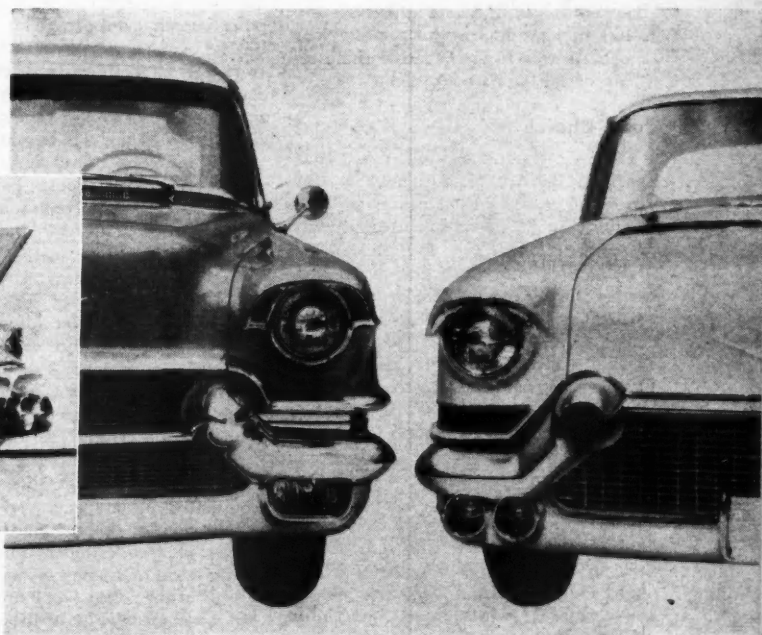
### Why Buy?

Prestige, as measured by low depreciation, at top . . . Fine quality control during manufacture . . . Most silent car inside . . . Excellent for both handling and driving ease . . . Close to top performance.

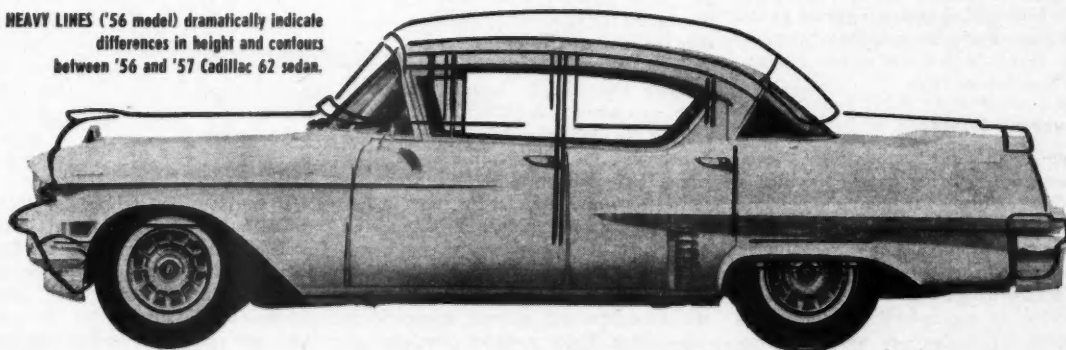
**CHROME-CAPPED FINS** somewhat remindful of original tail fin now are featured on all models, including Eldorado (below). Twin rear tail lights replace large on-top-of-fin lights of last year's models.



'57 MODEL (right) shows 3½-inch lower hood; rubber inserts used in bumper guard flaps; twin lamps—parking, turn and fogs—used below inverted gull-wing bumper sections.



**HEAVY LINES** ('56 model) dramatically indicate differences in height and contours between '56 and '57 Cadillac 62 sedan.







## SIX ENGINE OPTIONS PLUS FUEL INJECTION, SMOOTHER TRANSMISSION HIGHLIGHT '57

# Chevrolet

### What's New

Trailblazing "Ramjet" fuel injection system optional, giving one horsepower per cubic inch . . . Infinitely variable ratio "Turboglide" transmission optional . . . Choice of seven different V8s, one six in 460 different model-color combinations . . . Fourteen-inch wheels spark astute restyling of last year's body shell.

### Your Choice

Three basic series, the One-Fifty, Two-Ten, and Bel-Air, are available in such variety of engine and transmission combinations as to demand charting rather than description.

Bel-Air is the top Chevrolet model, comparable to Plymouth's Belvedere, Ford's Fairlane 500 and some Fairlanes. Next comes the Two-Ten, lining up with the Plymouth Savoy, some Ford Fairlanes and Custom 300s; and last, the economy One-Fifty in the lowest price bracket with Ford's Custom and Plymouth's Plaza.

Bel-Air and Two-Ten run neck and neck in popularity, so like Ford, Chevrolet makes available a complete line of bodies including four-door hardtops for both series. Plymouth still restricts this style to their top line, which makes poor merchandising sense; many people can only afford it with lesser trim. Unlike its competitors, Chevrolet does not artificially hike its line with a separate group of wagons. These are distributed according to luxury within the model designations listed above.

### Chevrolet Power

Here is the big Chevrolet story. Never in any price field has there been such a galaxy of useful power options. The quite popular ohv, 140-horsepower six (about 40 per cent of production) is continued with little change from last year, available in any model with either three-speed, overdrive, or old-style Powerglide transmissions. Then there is the 162-horse-

power, 265-cubic-inch V8, also essentially unchanged from last year but available only with three-speed or overdrive.

Star of the galaxy is the all-new 283-cubic-inch V8, similar in basic design to the other but with obviously very limited parts interchangeability. This engine can be had with horsepower ratings ranging from 185 in basic, two-barrel carburetor form to 283 when equipped with everything including racing cam and fuel injection. Varieties in-between involve single and twin four-barrel carburetor and cam combinations. Powerglide is standard, Turboglide transmission optional at extra cost. Three-speed and overdrive boxes are furnished upon request with one or another of the "racing" packages.

As of their October 17, 1956 introduction date, Chevrolet scooped everyone with their new Ramjet injection system. Although much more expensive to produce than a carburetor, it works almost as simply. An air meter reacts to the demands of the driver's foot on the throttle, and in turn signals the fuel meter for the proper ratio of gasoline. This is fed constantly at very high pressure to injector nozzles located near the intake valves at each cylinder, where it enters in the form of a spray so fine as to be invisible to the naked eye. Ram air from the air meter meanwhile is always present in the proper quantity, so the resulting mixture enters the combustion chamber whenever the intake valve opens.

The system automatically cuts out fuel pressure when the car is running the engine; i.e., when going downhill or decelerating. An electric choke provides normal enrichment for cold-weather starts. The whole is a delight to the mechanically-minded eye, taking up far less room underhood than a conventional carburetor and air cleaner.

Equally interesting, mechanically, is the new Turboglide transmission, probably the smoothest and quietest automatic on the market. Three turbines drive through

a planetary gearset in stages, the operation of each one depending on the degree of turbulence in the transmission oil. The result is an infinitely graduated torque multiplication from start to cruising speed. Incorporated is a hill-retarder, essentially a separate pump controlled by the driver to create artificial oil turbulence to work against the turbine blades, and thus retard the car.

### Chevrolet on the Road

Chevrolet got its big chassis working-over in 1955, and little need has been found to improve the already excellent handling characteristics. Ball joint front, leaf spring rear suspension has been softened somewhat this year, requiring the addition of a front anti-sway bar. Steering and braking, with power options, remain about the same. It was an MT prize-winning package for two years in a row.

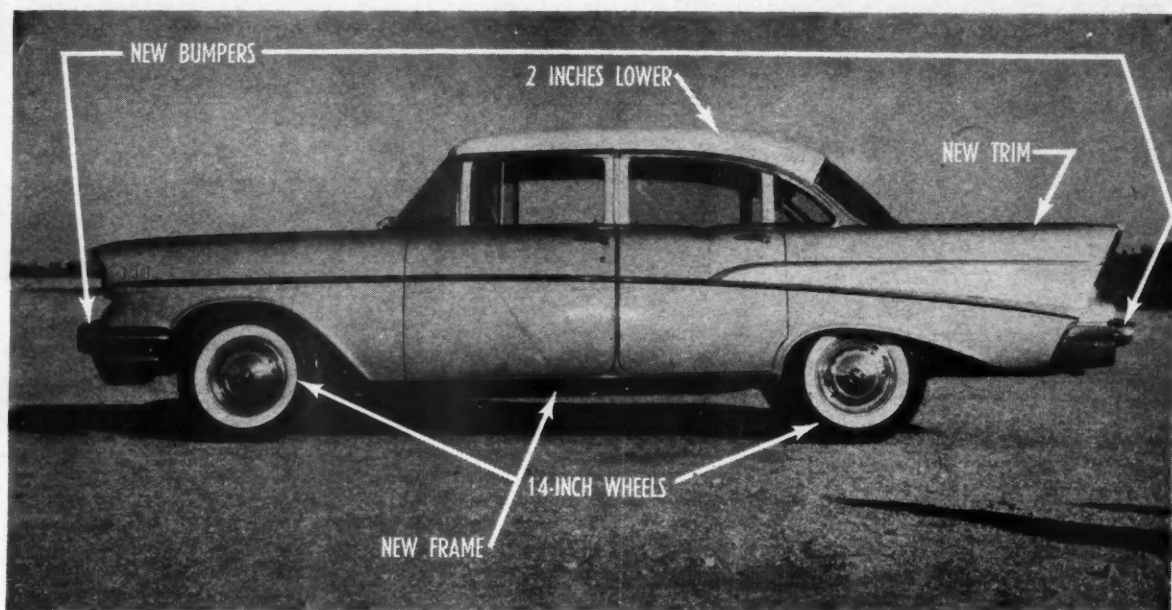
### Inside Your Chevrolet

Unchanged body dimensions are adequately roomy. The driver will appreciate the lower hoodline and twin hood ornaments. We have often thought (but could never prove) that the distracting central ornament might be a factor in poor coursing down the road on long trips.

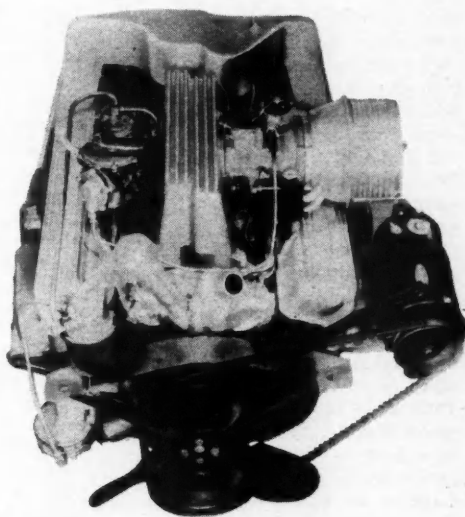
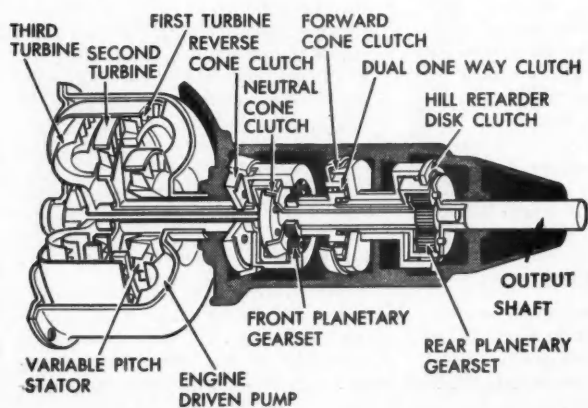
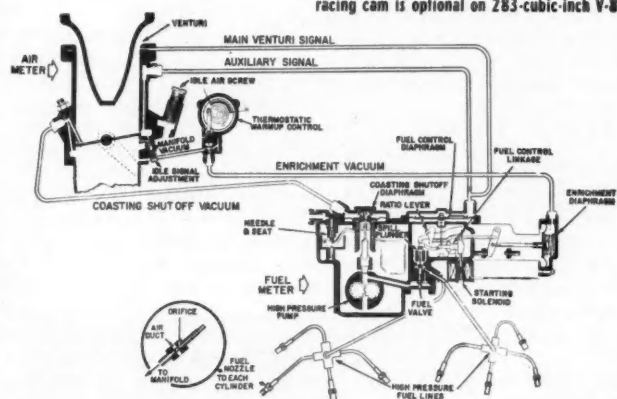
Interiors range from austere in the One-Fifty to a luxury above and beyond the call of the price field in the Bel-Air. The new instrument panel in all models is exceptionally readable and simple. The heater now gets its air supply from vent ducts located above each headlight, may give trouble when these clog with winter ice and slush.

### Why Buy?

If you like the styling, you then have choice ranging from near top economy to probable top performance, all packaged to your taste . . . Fuel injection for the mechanically progressive . . . Smoothest automatic transmission for the lazy . . . Excellent roadability and handling.



SCHEMATIC of the new "Ramjet" fuel injection system shows its basic simplicity; system together with racing cam is optional on 283-cubic-inch V-8.



LOOKING DOWN on 283-horsepower V-8, this is the new appearance with fuel injection setup installed.

NEW TURBOGLIDE TRANSMISSION probably is smoothest and quietest automatic on the market, with an infinitely graduated torque multiplication from start to cruising speed.

SPECIAL! 1957 SHOW ISSUE!

## MANY MECHANICAL IMPROVEMENTS IN A NEW BODY AND FRAME HIGHLIGHT THE '57



# Chrysler

### What's New

With exception of time-proved Spitfire and Firepower engines, all-new from tire treads to roof . . . Dart-like progression of "Forward Look" styling . . . Ball-joint, anti-dip, rubber-isolated torsion-bar front suspension . . . New Saratoga series in upper mid-price range . . . Optional dual headlights . . . Wrap-over-the-top windshield on convertibles . . . Wrap-over-the-top backlight on New Yorker hardtops . . . Convertible available in 300-C series.

### Your Choice

All new Chryslers are mounted on the same 126-inch wheelbase chassis. Therefore, choice is what you can afford in luxury and power. Lowest price Windsor costs about the same as Oldsmobile Super 88s, Buick Centurys, and top-line Mercurys. New Saratoga moves into upper end of mid-price range, competing against Buick Supers, Olds 98s, and a variety of accessory-laden Golden Hawks, Nashes, and Hudsons. The New Yorker takes in the rest, on up to and including the lowest price Cadillac. The 300-C is an expensive specialty car for those who want the ultimate in performance.

All three series offer four-door sedans, two- and four-door hardtops. Four-door, super luxurious station wagons, called Town and Country can be had in Windsor or New Yorker form. This year, the convertible is limited to New Yorker, except for an interesting 300-C power variation, and of course the latter is available with steel overhead as well.

### Chrysler Power

The New Yorker Firepower V8 (also used in the Imperial) is the biggest in the industry with its 392-cubic-inch displacement, the increase coming from longer stroke and wider bore. Rated at 325 horsepower (and Chrysler is more honest than most), it exceeds Lincoln and Cadillac by 25 and is matched only by Cadillac's optional powerpack. If that bothers you, buy the 300-C. Although the rating hasn't been announced, it should

easily exceed 350! With all of this, the compression ratio is a relatively modest 9.25 to 1.

The wholly adequate Spitfire engine is of similar basic design until you get to the cylinder heads. Instead of being hemispherical like in the Firepower, the combustion chambers are a shape that Chrysler admen like to call "polyspherical." MT reader Hal Julian of Los Angeles pointed out some time ago (Letters, Feb. '55) that there is no such word; the shape should be called *hemispheroid*, which aptly describes it and is in the dictionary.

This 354-cubic-inch engine with a two-barrel carburetor puts out 285 horsepower to propel the Windsor. The Saratoga has a four-barrel carburetor and 10 more horsepower. Biggest advantage over the Firepower is a less complicated valve train (single instead of double rocker arms) and more accessible spark plugs.

Mid-season last year in the Imperial, Chrysler Corp. introduced the three-speed version of their pushbutton automatic transmission, now called "Torqueflite." It was an operational success, so now with revised controls, it is available throughout the line. Basically, it is a torque converter coupled to a three-speed planetary gear set.

A five-button panel to the left of the steering wheel (out of children's reach) gives handy driver control. The control unit is connected mechanically to the transmission, eliminating annoying electrical failures common with another make of car that last year featured pushbutton control. New feature is connecting the starter switch to the NEUTRAL button.

This transmission is standard on New Yorker and Saratoga models, optional on the Windsor. Besides on the Windsor, a three-speed manual box can be installed "for special purposes" (racing) in specially ordered 300-C's.

### Chrysler on the Road

Chrysler calls its new torsion-bar front suspension system "Torsion-Aire." Where the "Aire" comes from, we wouldn't know, as none is involved. Nevertheless, it is an

interesting adaptation of a common European design.

Unlike Packard, no levelling device is incorporated; nor, of course, does it extend to support the rear wheels. The bars reach out from points on the frame roughly below the front-door hinges on each side, and connect to a conventional ball-joint linkage at each wheel. As the wheel goes over a bump, the lower control arm twists the bar, and it acts like a constant-rate spring. Interesting feature for long-term owners (or those that wish to adjust their own ride) is a manually adjustable device to put more twist in over-age bars built into the rear anchor.

Chrysler, with its Torsion-Aire, has a ride that is more firm and has dramatically improved cornering. As is usual with this year's crop of ball-joint suspension designs, brake-dive that is noticeable is a thing of the past. And this is something with Chrysler's center-plane brake, one of the best stoppers in the industry. "Full-Time" power steering, a little too sensitive for the taste of many, is standard on the New Yorker, optional on the others.

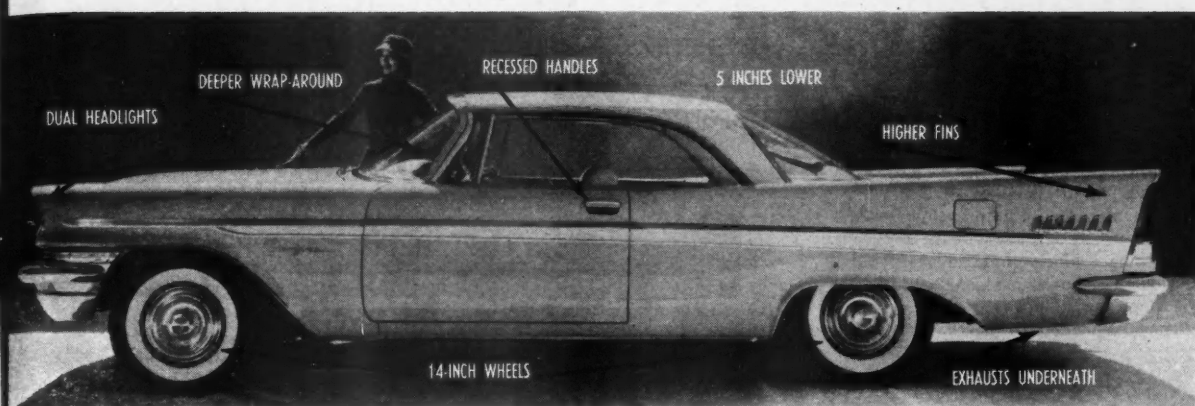
One would think that the lowest car in the medium and high-price field would be hard to get in and out of. It isn't. The only interior dimension that has really taken a licking is rear seat legroom. It hasn't reached the point where you will burn your knees while smoking, but a good 10 inches are gone when compared to last year's model.

The new windshield and lower hoodline give greatly improved visibility. On New Yorker convertibles and hardtop coupes, where wrap-over-the-top glass is standard front and rear, respectively, so also is Solex treatment to prevent discomfort from the sun. Richness of decor is as to be expected in the New Yorker, and of exceptional value in lesser models.

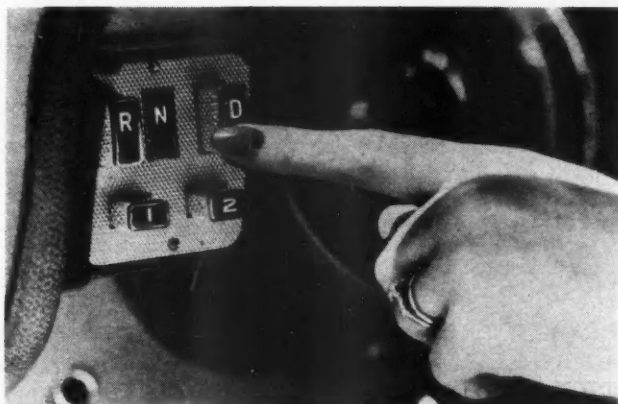
### Why Buy?

Advanced styling, not likely to be soon outdated . . . Power range from snappy to neck-snapping . . . Real road-runner for long trips, not too cumbersome around town . . . Pushbutton transmission control.

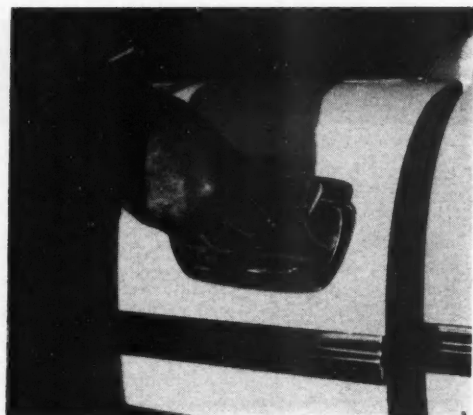




CHRYSLER'S TWO-DOOR HARDTOP reflects the influence of the Ghia Dart dream car built in Italy. Thin silhouette at front tapers gradually to high fins in the rear, giving appearance of arrested high speed motion.



PUSHBUTTON SHIFTING gives you three ranges forward, one in reverse.



DOOR HANDLES on the '57 Chryslers are flush with the body panels when shut. You hook your fingers underneath and pull gently to open the door.



MICRONIC PUROLATOR paper air filters are easily cleaned by giving them a sharp rap, as this young lady demonstrates.

SPECIAL! 1957 SHOW ISSUE!

## A CONVERTIBLE MODEL, MINOR INTERNAL IMPROVE- MENTS FOR THE '57

### What's New?

No question to ask when dealing with a modern classic . . . Improvements are internal, such as a revised intake for the air-conditioner which eliminates rear fender cut-outs . . . Power has gone up to 300 horse along with Lincoln . . . Tie-in with Derham of Philadelphia makes available a convertible.

### Your Choice

Continental, in some ways, is in a class by itself. True, there is the even more expensive Eldorado Brougham (see page 58) and a myriad of foreign exotics to compete for your five-figure bankroll, but when choosing a car in this price range, your action is obviously a deeply personal matter. Which are better, diamonds or pearls?

If you like both sun and Continentals, Derham of Philadelphia stands ready to convert a standard hardtop. The procedure is not yet fixed; as we write, you order through a dealer, specifying the convertible. Continental Division ships Derham the car, complete below the belt line. Some time later, Derham ships you the modified car and you pay him.

### What's New?

Fuel-injected, one horsepower per cubic inch (283 of both) engine . . . Optional Powerglide or slick-change manual gear box . . . Confidence of the producer that here is a true sports car, proved on some American circuits and destined to race at Le Mans.

### Your Choice

Remember when Corvettes were all white, which got dirtier with every day after purchase? Then came other single-tone colors. Now there is a wide choice of two-tones. Manual or power-operated canvas top can be combined with a winterized plastic cover that offers tops in sports car visibility.

Considering factors other than price, only comparable American product is the T-Bird. Corvette has the edge in power; choice lies in your preference between plastic and steel, and/or appearance. Corvette is more of a true sports car than the other, just as much a personal car.

### Corvette Power

In addition to the 283-cubic-inch engine equipped with "Ramjet" fuel injection (fully described on page 24), buyers can order the same basic block equipped

### Continental Power

Continental uses the basic 368-cubic-inch Lincoln engine. Nothing particular is done to modify it except to choose and assemble parts for Continental-destined engines with extra care. Horsepower has never been announced, but you can assume that it is close to Lincoln's published 300. Dressy polished aluminum valve covers and chromed fittings improve underhood appearance but not performance. Similar care is taken in the assembly of the Lincoln-built automatic transmission.

### Continental on the Road

The low-slung, wide Continental is an excellent road car. Hardly a whisper of road or wind noise intrudes at any speed. Early production problems with a harmonic unbalanced condition in the two-

piece driveshaft have been corrected. Standard power steering and brakes assist rather than take over.

### Inside Your Continental

No car has a finer, more complete, more readable instrument panel. Appointments are of custom quality, but some of the metal-trimmed edges are definitely too sharp for safety. Upholstery and exterior color combinations are limited but tasteful, though undoubtedly your whim could be satisfied without extra charge.

### Why Buy?

Time-proof, conservative styling for those that don't *have* to keep up with the Joneses . . . Near ultimate in smooth, silent travel . . . Sharp initial depreciation, but thereafter tapering off.

## FUEL-INJECTED ENGINE WITH TREMENDOUS TORQUE MAKES A CONTENDER OUT OF

## Corvette

with single or dual four-barrel carburetion, as you like it.

The optional, beefed-up Powerglide automatic transmission has a floor-mounted control that enables an amateur enthusiast to ride herd over his engine rpms in a manner to do justice to an expert with a stick shift.

### Corvette on the Road

Chevrolet General Manager Ed Cole, the country's No. 1 Corvette enthusiast, has hinted to us that a team of Corvettes will be entered in Le Mans. Need we say more about roadability?

The car has a comfortably firm ride, trigger-quick steering for an American-made product, and an uncanny knack of giving the driver a feeling of "oneness"

with his mount on any kind of road.

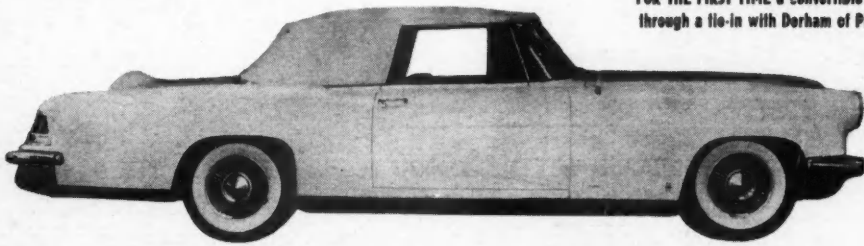
### Inside Your Corvette

If you are under six feet tall, you'll be comfortable. Above that, you have to hunch down slightly with the top on (the plastic version gives a little more room than the canvas one). The same applies with the top down—the car is a sure cure for dandruff-troubled six-footers. All-plastic, bucket-type seats are very comfortable.

### Why Buy?

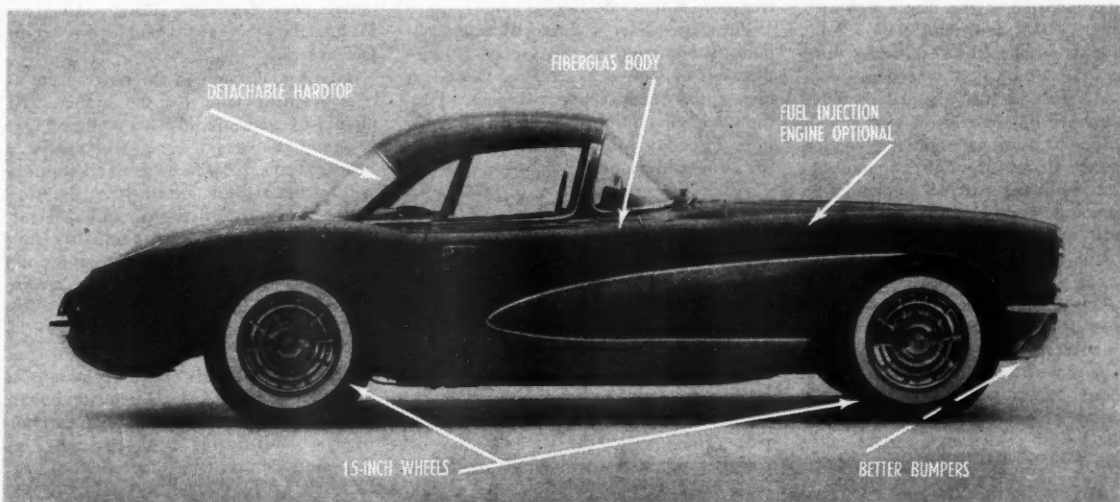
A true sports car, serviceable in any American hamlet . . . As high a power-to-weight ratio as anything capable of prolonged turnpike cruising . . . Interesting, sturdy, long-lived plastic construction.

FOR THE FIRST TIME a convertible is available  
through a tie-in with Dorham of Philadelphia.

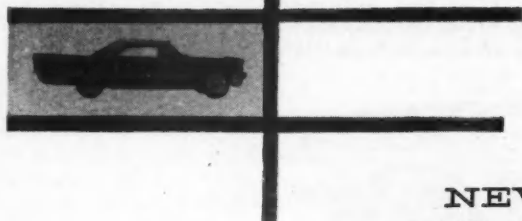


## SPECIAL 1957 SHOW ISSUE !

'57 CORVETTE comes powered by fuel-injected 283-cubic-inch engine as extra equipment with carburetor-equipped engines as standard.







## NEW FIRESWEEP MODEL IS IN LOWER PRICE RANGE. WAGON HAS NEW-TYPE TIRE.

# DeSoto

### What's New?

New, smaller, lower-priced DeSoto called Firesweep . . . Torsion-bar front suspension . . . Wrap-over-top windshield on convertibles; wrap-over-top back window on Fireflite hardtop . . . Dramatic new station wagon with third seat facing to rear . . . Glamorous styling, even when compared to other '57 Chrysler products.

### Your Choice

With the 122-inch wheelbase Firesweep, DeSoto plunges into a price class that within the Chrysler family has been occupied only by Dodge. The odd part about the whole maneuver is that Firesweeps are built for DeSoto by Dodge. This baby DeSoto offers many advantages besides price. All interior dimensions except two are equal to the "larger" Firedomes and Fireflites. Slight differences in front and rear legroom cancel one another.

All three series offer two- and four-door hardtops and four-door sedans. Convertibles are restricted to the larger 126-inch wheelbase chassis; four-door station wagons with or without the rear-facing third seat are available on both wheelbases.

At one time, it was planned to move the spare tire on these three-seat models into a spot beneath the right rear fender, with access gained through a removable panel in the lower part of the fender as in Plymouth and Dodges. Fortunately, Goodyear came up with their Captive-Air nylon tire, so this expensive alternative became as unnecessary as the spare tire itself. This trouble-proof tire is standard on the wagon. No one, however, has devised a substitute for the gas tank, which had to be moved under the left rear fender.

DeSoto's newly wide range of models, bracketing 93 per cent of cars sold outside the lowest price range, can be taken as another indication that Chrysler Corp.

plans soon to set up separate dealerships for each of its makes. Now, if DeSoto dealers lose the Plymouth, they can still tackle Buick, Oldsmobile, and Mercury competition and be as versatile as at least the latter two.

### DeSoto Power

The Firesweep engine, in either 245 or 260 horsepower form (the difference lies in two- and four-barrel carburetors), is basically Dodge. This single-rocker-arm design uses "polyspherical" (better called hemispheroid) combustion chambers, and spark plugs are easily accessible.

The well-proved Firedome and Fireflite V8s have received the usual boost in displacement, compression ratio, and degree of cam lift. They check out at 270 and 295 horsepower, respectively. The potential of this smooth-running, double-rocker-arm, hemispherical combustion chamber design seems limitless. It was first introduced in 1952 and puts out more and more almost effortlessly.

Firesweeps offer a choice of two push-button automatics, the three-speed Torqueflite and two-speed Powerflite, as well as three-speed manual and overdrive. Fireflites are all equipped with the Torqueflite; Firedomes make it an option over the little-sold manual box.

### DeSoto on the Road

Front-end torsion bars, called "Tor-sion-Aire," do wonders for DeSoto ride and handling. During the press preview in Detroit, it was demonstrated by driving a car at speed over simulated railroad ties. This was on a large stage, and any loss of directional control, front or rear, could easily have resulted in injury to chorus girls, standing within inches of the car's path. The DeSoto (as well as all other Chrysler products) swept over this truly

rough surface with level body and complete freedom from skittishness.

Incorporated into the system is ball-joint mounting of the front wheels, giving greater stability while cornering and greatly reduced freedom from dive while braking. A manual adjustment built into the rear mount of each torsion bar permits correction for front-end sag should this condition occur after many miles of use. The full range of DeSoto power boosts is available on any model, and quick-stopping Center-Plane brakes are standard.

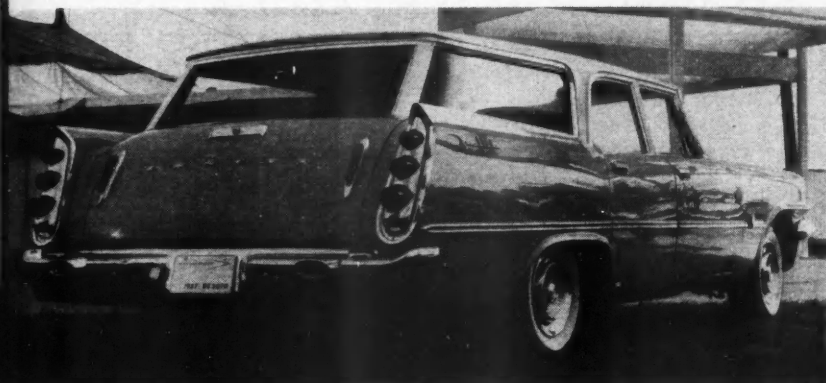
### Inside Your DeSoto

DeSoto, always noted for one of the best-looking if not most readable instrument panels, does not lose its status by switching to a high-mounted, thermometer-type speed indicator centered over the lesser gauges. "Black light" at night prevents annoying reflections, and the driver really appreciates the flood of illumination thrown out ahead by the optional dual headlight installation. Unfortunately, this is available in larger DeSotos only.

Interiors, throughout the range, seem to offer a little more for the money, and quality of workmanship is excellent. This is one of the hidden benefits of relatively low production. Those with small children will appreciate the left-of-driver location of the transmission control, and the children of parents who own one of the new wagons should be fascinated by the prospect of seeing the world go by in reverse as they cruise down the highway.

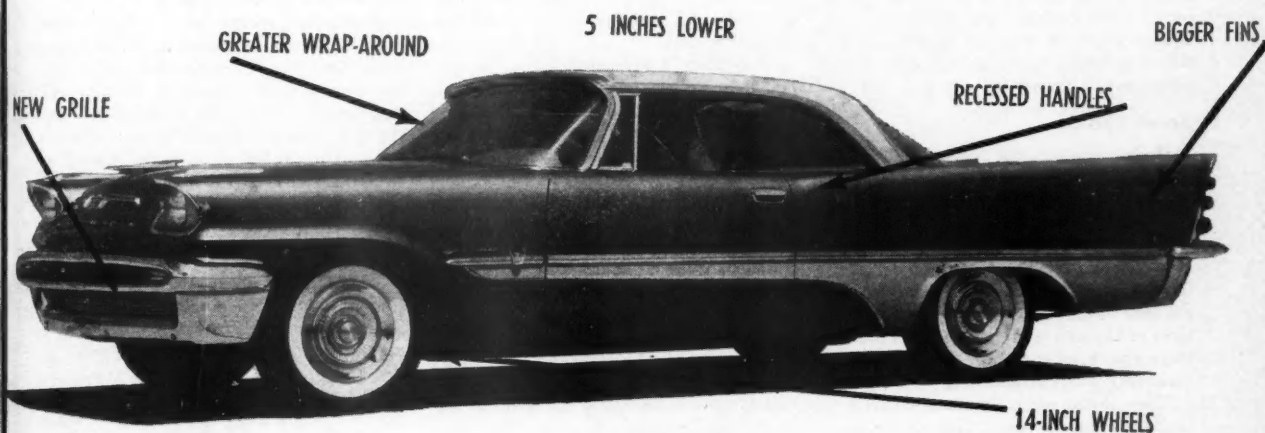
### Why Buy?

Styling that stands out, even among its advanced brothers . . . Adequate power, unobtrusively served up . . . Big car luxury in a reasonably sized package . . . Constantly improving depreciation rate.

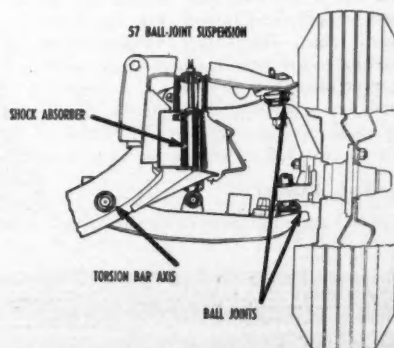
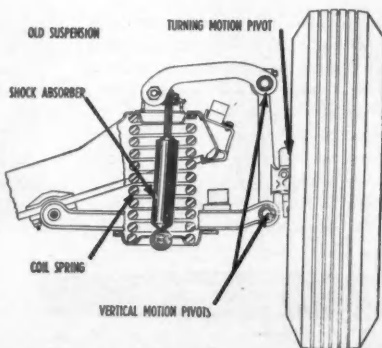


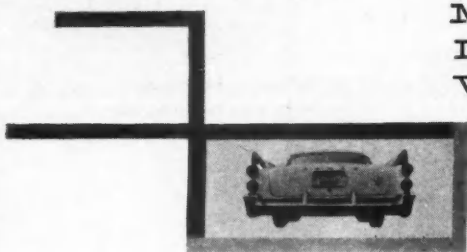
THE EXPLORER wagons, like this DeSoto Fireflite, feature a rearward-facing third seat, power rear window, and special flat-proof tires.

## SPECIAL 1957 SHOW ISSUE!



BALL JOINTS and torsion bars combine to make the '57 DeSoto a much better handling car with an excellent ride.





## MORE DRAMATIC IN LOOKS LOWER, LONGER, AND A WIDE RANGE OF ENGINES FOR

# Dodge

### What's New?

"Delta Wing" styling with particularly attractive rear fin treatment . . . More expensive models distinguished from Coronet by different grille treatment . . . Expanded engine choice including four V8s and a six . . . Torsion-bar front suspension . . . Wide range of wagons including two with rear-facing third seat . . . Three-speed, pushbutton TorqueFlite.

### Your Choice

Dodge brackets the upper and lower ends, respectively, of the low and medium price fields, probably the most competitive area in the automotive industry and certainly the most crowded. Ford Fairlanes, Plymouth Belvederes, Chevrolet Bel Airs, Ramblers, and Studebaker Commanders all have luxury models priced about the same as Dodge's relatively austere Coronet. Here you have to choose between flashy or quality interiors and trim.

Then Dodge meets Pontiac and Mercury head-on across the board. Luxury or power-packed D-500 Dodges infringe on the bailiwick of smaller Buicks and Oldsmobiles. It's a tough sell, as any Dodge dealer will tell you, but also a spot to look for bargains once the splash of new car introductions has toned down.

Three basic Dodge series, Coronet, Royal, and Custom Royal, offer every normal body type including a four-door hardtop. The six-cylinder engine can be installed only in Coronet two- and four-door sedans. The Lancer designation is used for sports models, regardless of series. Station wagons, both two- and four-door, are listed separately, but graduate in luxury as above. The super-hot D-500 engine can be installed in any car at extra cost.

### Dodge Power

The husky, 138-horsepower six-cylinder

engine which Dodge calls "Getaway" is continued because of its surprising popularity among fleet owners and also with private citizens, particularly in the East. It can be combined with either manual transmission or the old-style, two-speed pushbutton PowerFlite. Overdrive is no longer available; it just doesn't sell for Dodge any more.

The single-rocker-arm, 325-cubic-inch Red Ram V8 of 245 horsepower is standard on Coronets and Royals; two more carburetor barrels and dual exhausts make it Super Red Ram power for Custom Royals and all station wagons.

For those who want top power for the price field and size car, there's the mighty D-500 powerplant. This is the one with double rocker arms and hemispherical combustion chambers. Its record for performance with reliability, as proved last year at Daytona and on countless race tracks, makes it the most desirable of all Dodge engines. Symbol of the extra power (up to 310 horsepower) and cost are the D-500 emblems on your car, and most people will read the one on the trunk.

TorqueFlite, the new three-speed pushbutton transmission, is an option with any V8, and two-speed PowerFlite, a good automatic that costs less, is available on Coronet sixes and V8s only. Manual three-speed transmission is standard equipment on all models. No overdrive is offered.

### Dodge on the Road

A major reason that forced development of Dodge's new torsion-bar front suspension system was the stylists' dictum that the '57 models be five inches lower. The horizontal bars snuggle out of the way alongside the frame, and vertical wheel travel is far less than with coil springs.

The result is a ride revelation. There is none of the harshness noticeable in some

European cars with similar suspension, yet handling and roadability are good enough to warrant dropping the D-500 stiffening kit used this past year. All contact points are isolated in rubber, and the ball-joint feature permits reduction of grease fittings from 23 to 8.

Rear springs seem to be conventional semi-elliptics on the surface, but on closer inspection, you'll see that the rear axle has been moved forward to a point half way between the middle of the spring and the front shackle. Leaves in this area are seven times stiffer than in the rear. This prevents rear-end rise when braking, and spring wrap when accelerating.

### Inside Your Dodge

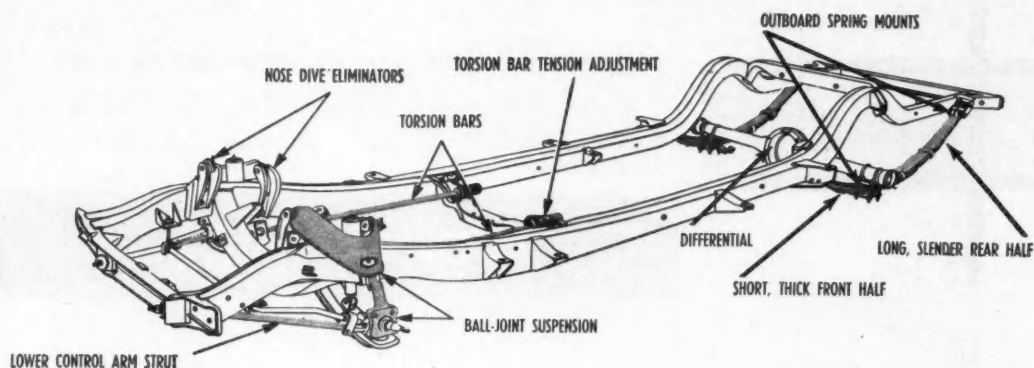
The driver's eye is first caught by an interesting new speedometer that fills with red rectangles each five mph increment as speed increases. Other instruments are readable and well-lighted. Pushbuttons for both types of automatic transmissions are on the driver's left, out of children's reach.

Seats, in all sedan and coupe models, are comfortable for four, though the fifth and sixth passenger might complain about sitting on the tunnel without benefit of springs. Still, how often do you carry five or six adults except for short distances? Legroom is excellent; in fact, better in some instances than in larger Chrysler products. Headroom is reasonable considering the high-style lowness.

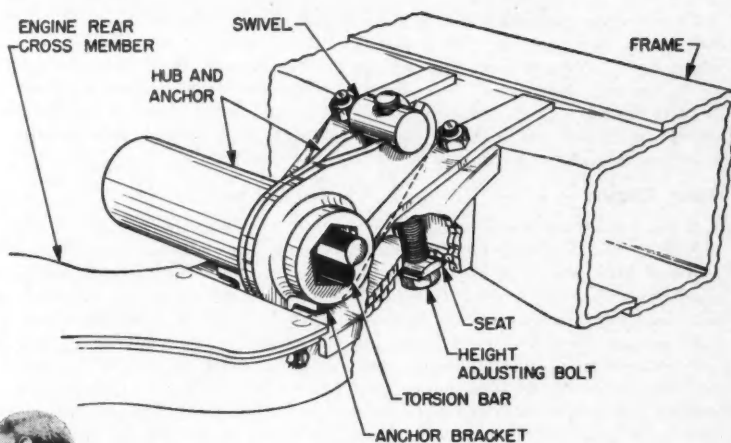
### Why Buy?

Famed Dodge dependability should be a prime consideration . . . Sparkling interiors, especially on higher-priced models . . . Excellent performance on regular fuel . . . Low, sleek styling that's different . . . D-500 power available in any model . . . Fine choice of wagons, some with rear-facing third seat.





HORIZONTAL STEEL TORSION BARS have replaced the upright coil-type springs, giving a smoother, softer ride. They are reported to last longer and require less maintenance, occupy less space.



LOWER HEIGHT is dramatically illustrated here, giving lower center of gravity and providing better road-hugging qualities. This year's models are five inches lower.

SPECIAL 1957 SHOW ISSUE!



**TWO DIFFERENT WHEEL-BASES IN THREE SERIES, ALL LOWER AND LONGER.**

**Ford**

### What's New?

Two separate car lines, with different body shells and wheelbases, plus station wagon line . . . All new "equa-flair" styling to replace the "Ford look" . . . Road-hugging lowness . . . A retractable hardtop for spring delivery . . . Safety features galore including front-hinged hood.

### Your Choice

If latest order count and resurging employment in Dearborn factories mean anything, Ford is well on its way towards another year like 1954 when Chevrolet's sales lead was nebulous and the final results disputed. Actually, who's ahead has little if any bearing on your choice. Both, and Plymouth too for that matter, sell enough cars so that you don't have to be in the uncomfortable minority to drive any one of them. We aren't talking about psychology here, but depreciation rate.

Ford Fairlanes and Fairlane 500s are the lowest and longest cars in the upper end of the low-price field, but Plymouth Belvederes run a close second. Chevrolet, with its older style body shell, is higher and stubbier, which may be desirable to many purchasers. Difference between Fairlanes is in exterior and interior trim. Both offer two- and four-door sedans and equivalent Victorias, Ford's name for hardtops. The convertible, and presumably the retractable roof car when it comes along later, will be limited to the top 500 series.

A squadron of station wagons stands on the 116-inch wheelbase, ranging from the utility Ranch Wagon to the luxurious nine-passenger, four-door Country Squire with plastic side trim that simulates wood. These are sleek and low, but a Big Three first was missed by not offering at least one hardtop version.

Sharing the 116-inch wheelbase are Customs and Custom 300s. The first is strictly for economy and the other could well be a family's first venture into new

cardom. Like all Fords, any engine or transmission combination can be installed. No hardtops are available in this line, either, a situation that may be corrected by public demand. Both Chevrolet and Plymouth offer them in their mid-line Two-Ten and Savoy series, a competitive advantage in attracting cash-short but style-wise customers.

### Ford Power

A 245-horsepower, 312-cubic-inch (same size as Mercury) "Thunderbird Special" V8 is top optional engine temporarily until the racing version with an extra four-barrel carburetor comes along. A slightly smaller, 212-horsepower V8 is standard on all but the two Customs, which have the smallest (272-cubic-inch, 190-horsepower) V8. The excellent overhead-valve six is one of those rare options that cost you less when you specify it. Combined with overdrive on any Ford but a convertible, it makes a hard-to-beat package for economical, peppy long-distance travel.

Engine changes this year are relatively minor. There is the usual hike in compression ratio and displacement, larger valves and manifold, higher-lift cams, and revamping of ignition and fuel systems. That 23-gallon fuel tank is optional for greater cruising radius might be construed as a gentle hint that economy isn't what it used to be five years ago.

Beefed-up transmissions of all three varieties (Fordomatic, manual, or overdrive) are refreshingly available with any or all engines. Both a maintenance bonus and a factory cost-saving item is the dropping of the standard dual-exhaust system on Fairlanes except those equipped with the optional largest engine. No material performance loss should be noted as the headers are separated until the pipes enter the single muffler.

### Ford on the Road

Both Ford chassis are entirely new and

represent about the ultimate that a car with frame can go in lowness. The next step is frameless construction. Ford engineers scratched around until the last-minute deadline trying to get all parts to fit. Frame side rails spread out laterally between the wheels, allowing floor pans to be dropped, but this in turn created clearance problems for muffler and drive-shaft. As would be expected, they were all solved with ample road clearance left over.

Ford pioneered the ball-joint front suspension in 1954 that the others are just beginning to talk about. Change this year consists of slanting the A frames and upper control arms back a bit. Wheel motion on bumps is upward and rearward in what is aptly described as "roll-with-the-blow" action. Even-keel ride, thanks to the longer rear springs, is softer but with no loss of control on winding mountain roads. Power steering and brakes on a Ford are not too necessary options.

### Inside Your Ford

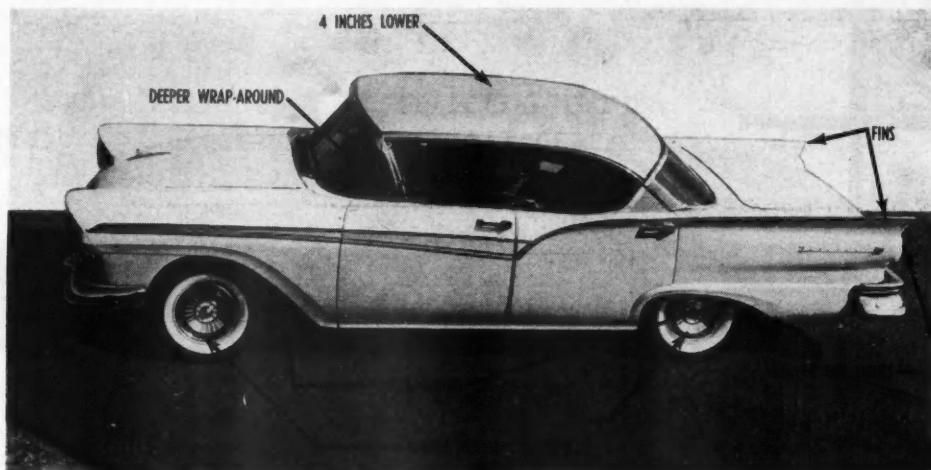
Quality and styling of Ford interiors have been excellent of late, and the new models are not excepted. Better attention has been paid to color-keying, now that the word and technique have been relinquished by Chrysler to common usage.

Biggest interior selling point is still safety. The handsome, fully equipped dash has no knob protruding beyond a basic surface line. Steering wheel is more dished than ever and an inch smaller in diameter. Legroom and headroom seems to have suffered less in Ford's low look than in other makes.

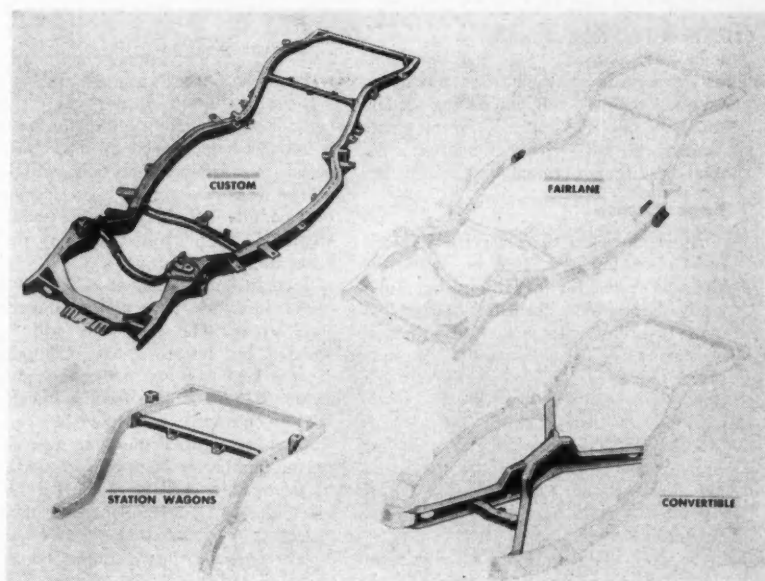
### Why Buy?

Flairful styling unlike any past Ford . . . Wide selection of body styles and sizes within a relatively narrow price range . . . As much protection from depreciation as you could expect . . . A car chosen by the majority of police organizations for its performance and handling.

SEE PAGE 72 FOR ROAD TEST

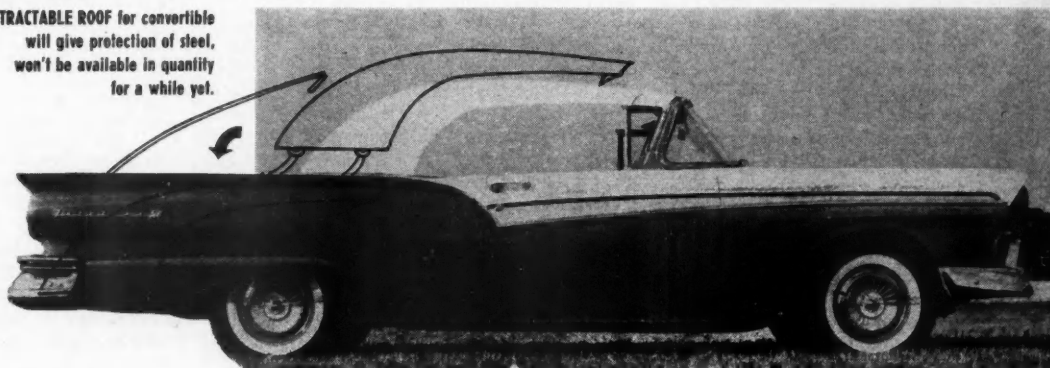


FRONT-OPENING hood makes servicing easier, avoids danger if it should come unlatched.



FOUR FRAMES are now required to carry differing length, weight, stiffness of Ford bodies.

RETRACTABLE ROOF for convertible will give protection of steel, won't be available in quantity for a while yet.



SPECIAL! 1957 SHOW ISSUE!





ITS LUXURY DETAILING  
"AND UNRESTRAINED LOOKS  
MAKE IT A CHALLENGER.

## Imperial

### What's New?

Best-looking member of the Chrysler family, perhaps best-looking '57 car . . . Sculptured roof contours that differ with each model . . . Compound windshields on all Imperials, compound-curved back windows on hardtops . . . Side glass curved to match the "tumble-home" . . . Luxurious interiors replete with interesting details found on no other car . . . Power assists standard for all driving functions . . . Dual headlights optional.

### Your Choice

As in the past, there are the Imperial and Crown Imperial. They are outwardly identical except for medallions, but differ vastly on the inside. The latter is, of course, more luxurious with power windows and seats standard. The difference is best compared to Lincoln Capris and Premieres rather than Cadillacs and Eldorados, for there is not that much of a price gap. Models available in both regular and Crown form include a four-door sedan, two- and four-door hardtops called "South-amptons," and in Crown only, a luscious convertible.

Possibly exceeding the Cadillac 60 Special in luxury of appointments is the Imperial LeBaron, a four-door sedan that really ought to be chauffeur driven. The name is a bow to the classic past rather than an indication that LeBaron has started building bodies again.

At presstime, we received word that the limousine would be continued this year with Ghia building the bodies on a chassis slightly longer than the standard 129 inches. Academically speaking, it would be nice to see and drive one of these, but the odds are against it for only about 20 are planned.

A stylized but false spare tire cover impressed in the deck lid is an attractive option on any body style. Dual headlights, requiring an expensive (for the factory) grille rework, are optional for cars delivered in states where they are legal. They will probably become standard later in the

year, and we'll bet that you wouldn't run afoul of the law using them in states where they are technically barred. Nash isn't worried (see page 44), and there will always be quadri-lighted tourists passing through.

### Imperial Power

The Chrysler New Yorker Firepower V8, the largest (392-cubic-inch) passenger car engine currently built in America, is borrowed unchanged to power the Imperial. Performance, naturally, will suffer a little from pushing the bigger car's extra 600 pounds, but the difference should be slight and of no consequence to the average Imperial owner.

Increased displacement is gained by a wider four-inch bore and a longer 3.9-inch stroke. The engine is still "over-square," but just by a hair. Compression ratio is kept to a low (for the high-price field) 9.25 to 1. We have a hunch that the much-touted hemispherical combustion chamber isn't quite so tolerant of octane numbers at high compression ratios as are modern versions of the Ricardo design used by all other American manufacturers.

Three-speed, push-button Torqueflite is standard on all models. For normal driving, push the DRIVE range button and the transmission will always start in low, pass through second and into high automatically. Full throttle accelerations between 25 and 70 mph will cause the unit to automatically shift to second; below 25, it jumps into low. Engine braking downhill is controlled by pushing the buttons, choosing according to speed and steepness of the incline. You can't make a mistake; regardless of the button pushed, it won't go into or stay in a gear that would cause damage from over-revving the engine. Reverse can't be used above 10 mph forward speed. Starting in gear is impossible, since you must depress the N-for-NEUTRAL button to actuate the starter.

### Imperial on the Road

The Imperial is the kind of a car most

buyers plan to keep for many miles, so you should be interested in the simplicity of front-end upkeep. The new torsion bars are pre-loaded to increase fatigue resistance, but should they sag after years of hard usage, there is an adjustment built into the rear mounts to take up the slack. Grease fittings have been reduced from 23 to 8.

Though there are those that argue, most engineers agree that a big, heavy car when sprung properly can produce the most passenger comfort. This is certainly true of the Imperial when compared to its smaller cousins with identical but scaled-down chassis. Handling, on the other hand, is a shade more ponderous. Standard power steering and brakes help here.

### Inside Your Imperial

Many drivers will consider the Imperial instrument grouping to be the finest combination of mechanical efficiency and esthetics produced to date. Instead of thermometer-type gimmicks surmounting a multitude of confusing warning lights, there are good, honest, readable gauges, beautifully set in a tooled steel panel.

Transmission buttons are mounted vertically, an arrangement easier to remember than the standard Chrysler layout. Padding is complete, above and below the panel, and even on the steering wheel. Heater and air conditioner (cowl-mounted) controls are nicely integrated when the latter option is chosen. As in all Chrysler products, a gasoline-fired heater and Hi-Way Hi-Fi record player are optional extras. Quality of upholstery is top-notch.

### Why Buy?

If you are a Cadillac owner and tired of seeing yourself surrounded at every intersection by other Cadillacs, try an Imperial . . . Relatively low-production Imperial goes down a separate line at the Chrysler plant; workers have and take more time to build it . . . Some personal opinion rates Imperial tops in styling; figures show it to be competitive in performance and ride.



**DUAL HEADLIGHTS** will be optional on cars delivered in states where they are legal.

**DIFFERENCE IN STYLING** between hardtop and four-door sedan Imperials include sculptured roof contours, compound-curved back windows. Stylized false spare tire cover impressed in deck lid is option on any body style.



DRAMATIC FIN STYLING,  
LOWER THAN EVER, AND  
IMPROVED ROADABILITY FOR



Lincoln

### What's New?

Major facelift, front and rear, emphasizing dual headlights in vertical pairs, canted fins . . . A four-door "landau" hardtop, new to the Lincoln line . . . More power, smoother ride . . . Optional "power-directed" differential and electric door locks . . . Standard Turbo-Drive transmission, power steering and brakes.

### Your Choice

Lincoln's two models, the Capri and Premiere, are the same mechanically, differ on the inside in trim details and quality of fabric. The more expensive (by about \$350) Premiere is factory-born with power windows and front seat. If you want a convertible, it must be a Premiere also. All other models are available in either form.

For some reason, the company went to great lengths in redesigning their four-door sedan in addition to bringing out the new landau hardtop. Marketwise, Cadillac looked around this year and dropped the "B" post (between the two doors) entirely. Lincoln, on the other hand, fixed up their sedan so that when the windows are closed, you can't tell it from a hardtop.

The overdue landau, a true four-door hardtop, costs more and is mounted on a heavier, stronger frame to make up for lack of support from the body structure. This is also true of the styles that make up the rest of the line, the two-door hardtops and convertible.

Fine car choice (perhaps we should say high-priced choice as practically every make qualifies as "fine" nowadays) has narrowed down to three, for the forthcoming new Packard won't be in this league. Whether you choose a Lincoln, Imperial, or Cadillac seems to be either a personal or business matter between you and yourself. All three have reached present day ultimates in both luxury and performance.

### Lincoln Power

This year's engine seems to have needed very little attention to remain competitive. We'll qualify that last word by stating that when power gets up to 300 horse, the car is capable of winning races that shouldn't be run on public highways. An extra 25 or 50 horsepower is a purely academic bonus, nice to have but not worth paying for if usage planned is normal. We don't think that Lincoln will lose any sales because they don't *advertise* tops in horsepower.

Engine improvements revolve around a 10 to 1 compression ratio for better economy on premium fuels and a redesigned carburetor that is more resistant to hot-weather loss of performance. The more you insulate an engine compartment, the worse the "heat-soak" problem becomes. Gasoline can literally boil in the carburetor bowl, and Lincoln is one of the first to recognize this. A supply of dry-ice might work, but an easier way is to provide for a larger volume of fuel in the float chambers so that you can't boil dry and be unable to restart a hot car.

Other commendable carburetor feature is baffles to prevent fuel starvation in one bank of cylinders, over-richness in the other, during high-speed cornering. Like most '57 makes, Lincoln now uses a paper-pack air filter for better filtration and easier maintenance. A new distributor completes the list of engine changes.

The Turbo-Drive (similar to Merc- and Fordomatics) transmission has been worked around internally for better durability, but operation is unchanged. You will note a new radiator, mounted like a kangaroo carrying its young on the main water radiator (see photo). This is to cool transmission oil more efficiently.

### Lincoln on the Road

From 1952 through 1954, no one seriously questioned Lincoln's position as the top road car, because for all three of

those years in a row there was a 2000-plus mile road race, called the Carrera Panamericana, which Lincoln won.

When the 1956 Lincoln came along, with its new, softer-sprung chassis and elongated lines, enthusiasts were inclined to doubt the breed. The argument is still going on, for the 1957 Lincoln is also of the later mold. Unfortunately, there is no longer a Mexican Road Race to prove its maker's claims that the car will stick with and maybe pass any Lincoln ever built on any kind of a road. In any case, you'll enjoy the boulevard ride.

### Inside Your Lincoln

Owners since 1951 will note a familiar instrument panel, trademarked by the big horizontal speedometer. Controls are all conveniently placed, and have benefited from Ford Motor Co.'s exhaustive safety research.

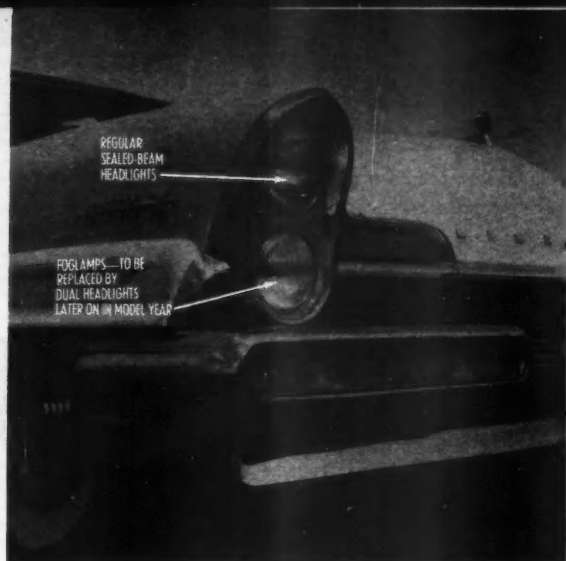
Figures haven't been tallied up this year, but we believe Lincoln is still near the top in glass area, and therefore visibility. It is too bad the company decided to compromise on their so-called quadra-headlight system, which in reality is just a pair of regular sealed beams augmented by foglamps. The installation was obviously designed for the real thing; just as obviously there will be a running change-over later in the year.

Useful interior gimmicks include the electric door latches with a warning light should a door come unlocked, and an outside rear view mirror that can be adjusted from within. Upholstery, needless to say, is luxurious.

### Why Buy?

Award-winning styling made even more beautiful . . . Smooth, quiet power from a well-proved engine . . . Meticulous attention paid to insulating car and occupants from road noise and shock . . . For the first time, complete range of body styles.

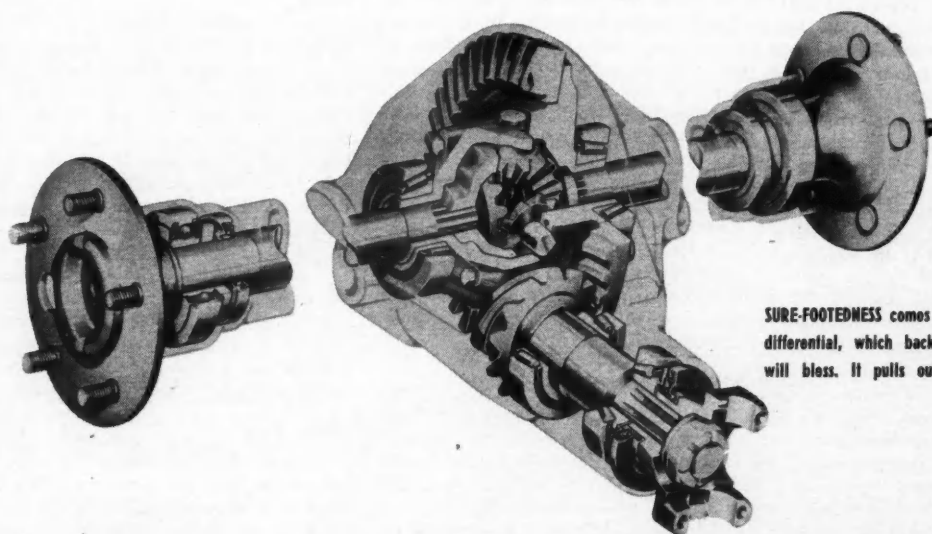
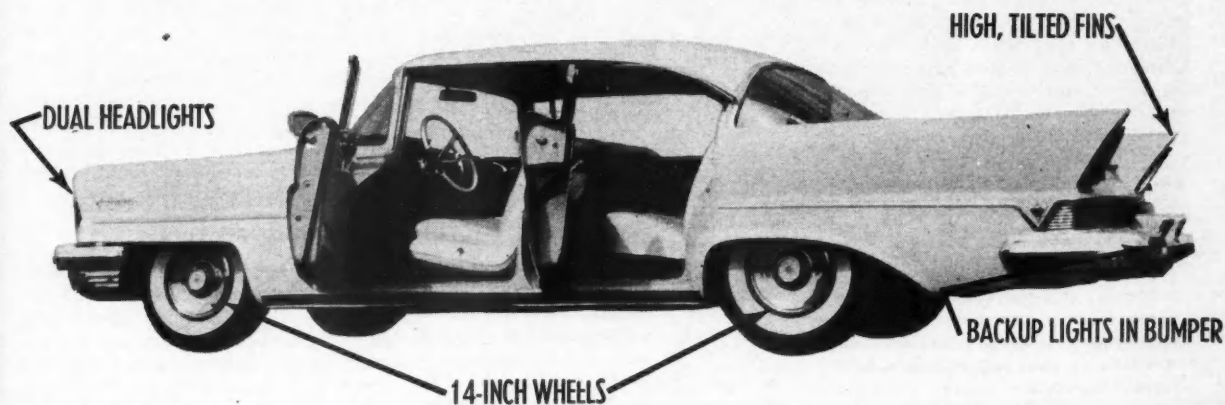




FOUR HEADLIGHTS can fit with no major change.



OIL COOLER insures smooth sailing for torque converter.



SURE-FOOTEDNESS comes from an optional power-directed differential, which backwoods and cold-climate drivers will bless. It pulls out of mud or snow right now.

SPECIAL 1957 SHOW ISSUE !



FROM ITS NEW SCULPTURED  
STYLING TO ITS REFINED  
SUSPENSION, IT'S A LEADER.

## Mercury

### What's New?

Year's most radical styling, patterned after XM-Turnpike Cruiser . . . A production version of the quadra-lighted Turnpike Cruiser itself . . . Optional "air-cushion" rear suspension highlighting an all-new chassis . . . Five inches longer, three inches wider, and four inches lower with two inches greater headroom and 700 square inches more glass than last year's models . . . Pushbutton transmission control . . . Dual-control shock absorbers.

### Your Choice

Mercury this year invades the lush upper-medium price bracket with its new top-of-the-line Turnpike Cruiser models. Available in two- and four-door hardtop form, these deluxe touring specials feature an electrically retractable rear window which, combined with air intakes mounted in the leading edge of the roof, permits the industry's finest draft-free passenger compartment ventilation. For those who want to play games while touring, there is a special set of instruments (in addition to a tachometer) for solving how far you have gone how fast. Check this one out before committing yourself to the purchase of a middle-line Buick or Chrysler product, Oldsmobile Super 88 or 98, Nash, Hudson, and most particularly, the Golden Hawk which is the most comparable sports-type car.

Mercury continues the Monterey and Montclair, but has dropped the lower-priced Custom and Medalist series. This action may have a lot to do with the pricing area in which the smaller of the two forthcoming "E" cars (late fall of '57 introduction) will fall. Both Monterey and Montclair offer a complete range of normal body styles. Convertible enthusiasts will surely drool when they see the smartly tailored two-tone nylon tops used this year.

Station wagons get the emphasis they deserve, saleswise, with a series to themselves. Called Commuter, Voyager, and

Colony Park in order of ascending price, they should be shopped against Buick, Olds, Dodge, DeSoto, and Studebaker suburbans. Two- or four-door, six- or nine-passenger varieties (mostly hardtop-style construction) are offered.

### Mercury Power

Top Mercury engine, standard in the Turnpike Cruiser and optional in all others, is a 368-cubic-inch, 290-horsepower V8 straight out from under the hood of a Lincoln. To be sure, the compression ratio is a little less but only by a quarter of a unit, a difference so small as to be beyond manufacturing control. Pushbutton-controlled Merc-O-Matic is standard whenever this engine is specified.

Sure to be more popular, however, is the much smaller (312-cubic-inch) 255-horsepower engine. It puts out more power per cubic inch, should be much more economical, performs nearly as well, and therefore is the better buy. With this, but not on the other engine, is an optional drive that keeps the fan inoperative when it is not needed, namely at speeds over 25 mph or so. Mercury claims a 17 horsepower gain under certain conditions when this extra is installed. Both engines have a fine air intake system that draws its supply from outside the hood, preheats when necessary. Three-speed transmission is standard, overdrive or Merc-O-Matic optional with the smaller engine except on Montclairs and Voyager or Colony Park wagons where you must accept the automatic transmission.

### Mercury on the Road

Best-riding Mercurys by far are those equipped with the extra cost (except for station wagons) air-cushion front shackles for the rear springs. Engineers found this to be the point where maximum shock was transmitted to the chassis and thence to passengers. Their simple solution was to encase the fixed shackle eye in a kind of miniature tire, filled with air at atmospheric pressure. The "tread" of this tire,

though, is on the inside, as if it were working against its wheel.

Other ride features of the all-new chassis include shock absorbers that work as well at high speeds as they do when bumps are taken slowly, and a swept-back version of Mercury's famed ball-joint front suspension system. Mercury, along with Ford, pioneered this now almost industry-wide feature in 1954. The result of this maximum effort to keep Mercurys glued to the road is that they stay there.

### Inside Your Mercury

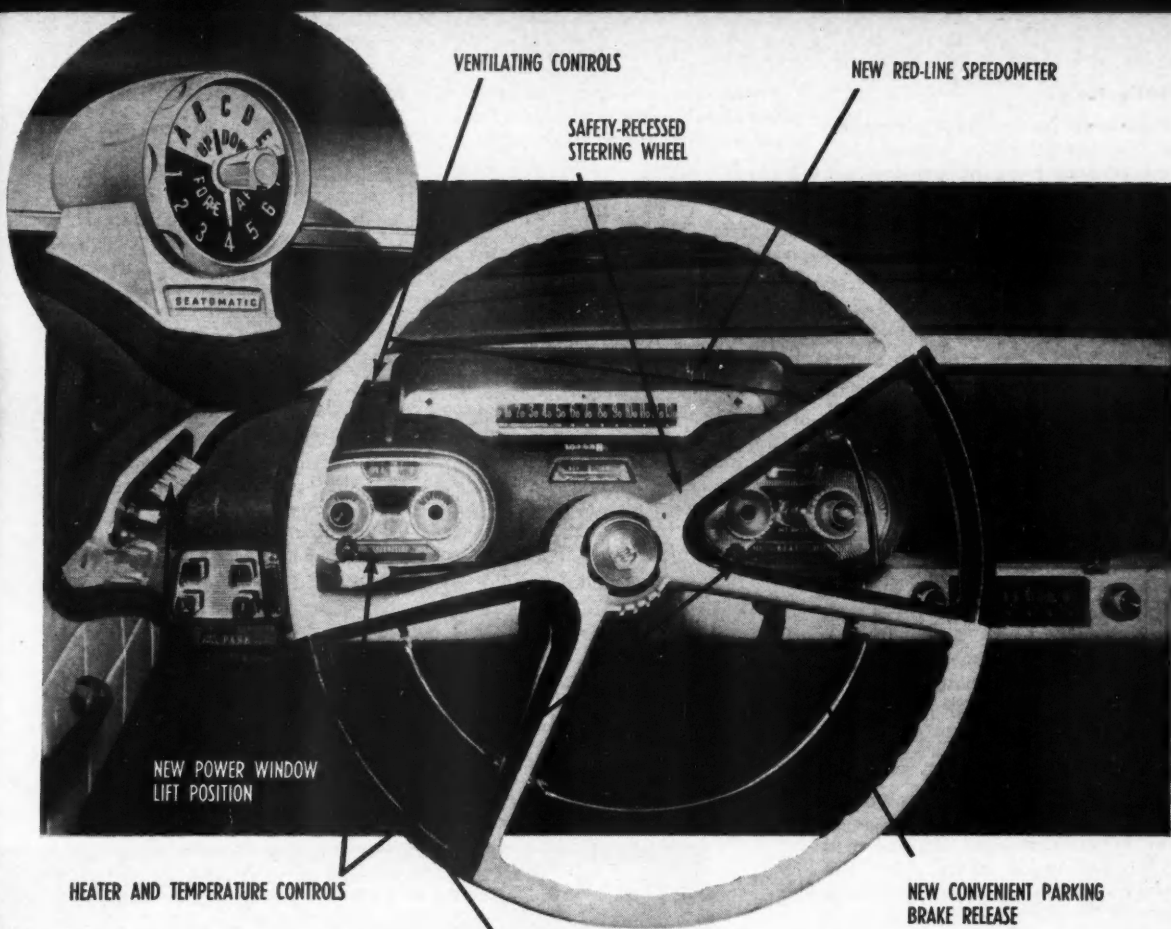
You haven't driven a truly modern American car until you sit behind the wheel of a Turnpike Cruiser. Instrumentation, including the time-rate-distance computer and tachometer, is delightfully complex. Vision through the wrap-over-the-top windshield (on this model only) is all-encompassing though sometimes too sunny.

Anyone in the family can dial his preferred driving position with optional (on all models) Seat-O-Matic. Initial procedure is to tailor yourself to the car by dialing the panel-mounted control. At trip's end, with ignition turned off, the seat moves all the way back to facilitate exit. When you get in again and start the car, the seat moves back to the original position. It can be adjusted en route, of course, by twiddling the dial.

Another Turnpike Cruiser exclusive is the power-operated rear window, which can be adjusted to take maximum, draft-free advantage of the roof-mounted air intakes. All models offer optional air-conditioning integrated with the heater.

### Why Buy?

Radical, sculptured styling that won't be out of date for many seasons . . . First car where at least design thinking was keyed to President Eisenhower's road program . . . Most advanced conventional suspension system . . . Excellent resale value with corresponding low cost of overall operation.



NEW MECHANICAL-TYPE PUSHBUTTON TRANSMISSION CONTROL

YOU CAN DIAL your preferred driving position with Seatomatic unit (optional). Other instrumentation and controls are newly designed.

## SPECIAL 1957 SHOW ISSUE!

DUAL-HEADLIGHT DESIGN (in circle) gives fresh front-end appearance for Turnpike Cruiser. Note the completely different sculptured styling.





### What's New?

Twenty-four per cent more horsepower with 40 miles per gallon economy . . . Stylish two-tone paint combinations . . . 75 inches less length, 17 inches less width than the average American car . . . Top speed of 78 mph.

### Your Choice

Actually, what's new about the Metropolitan dates back to April, 1956, for American Motors doesn't pretend to put out a new one of these each year. After the sensible English fashion (where Metros are built in their entirety), a new model comes along when there is a good reason for one.

Two neat versions of this little car are available at an almost identical price. The convertible is the more popular, accounting for about 60 per cent of sales, and, incidentally, Metropolitan outsells all imports but Volkswagen. Both hardtop and convertible have identical interior dimensions, a child-sized rear seat, and wind-up windows. Comparison should be made with any or all of the wide variety of mini-cars available before purchase.

### Metropolitan Power

Metropolitan's four-cylinder, overhead-valve, 52-horsepower engine is identical down to its metric-sized nuts and bolts to that used in the Austin A-50. This Britisher, though not widely imported, is one of the most popular and sturdy of overseas vehicles.

## NASH

### What's New?

Four-headlight system standard equipment . . . One basic Ambassador in two different body styles . . . 65 horsepower increase in A-M built V8 . . . Full wheel cutouts in front fenders . . . New grille . . . Lower roof line, 14-inch tires.

### Your Choice

Last year, this paragraph would have been a lengthy listing of two varieties of six-cylinder cars, two varieties of V8s, mounted on two different wheelbases in a choice of two body styles, not to mention variations in trim. Now, all that remain are the two body styles with variations in trim. It's a sensible and simplified situation.

Ambassador Customs are the top-line cars, differing from the lower-priced Supers in interior and exterior trim only. Customs have a swatch of second or third tone paint along the side, a metallic finished instrument panel, and more luxurious interiors. The Super has a more sedate (and some will say, more attractive) single strip of side chrome, shaped

Performance cannot be measured by power alone; weight must be added to the equation. The Metro's powerplant may sound overworked at times, but it does an excellent job of pushing the 1800-pound car (lighter than any other U.S. car) through traffic. Service is readily available from any Hudson or Nash dealer, at American prices.

### Metropolitan on the Road

Don't expect big car ride, for the wheelbase (85 inches) is barely long enough to straddle bumps, much less float over them. It's choppy, on the firm side, but not at all uncomfortable even for three figure mileages run at a stretch.

A-M's famous and ultra-safe unit construction is used throughout. Only difference from its big brothers is use of semi-elliptic instead of coil springs in the rear.

### Inside Your Metropolitan

Grayish black upholstery with white vinyl trim is the only choice available regardless of body color, but it's eminently practical. The little seat in the rear is handy for luggage or temporarily for up to two small children. Trunk room, reached from the inside, is minuscule. Simplified instruments are easy to read, and other equipment, such as the heater and defroster, is up to American standards of efficiency.

### Why Buy?

Best bet for low-cost, second car operation . . . Good service more readily available than any other import . . . If you have a gripe, you can write to Kenosha, Wisconsin instead of overseas . . . Fine maneuverability, peppy performance.

**ALTHOUGH ITS NEWNESS  
DATES BACK A FEW MONTHS,  
IT'S THE U.S. ECONOMY CAR.**

# Metropolitan

like a mesmerized bolt of lightning.

Body styles available in both series are the four-door sedan and the Country Club, Nash's name for the two-door hardtop. Both styles feature that essential to traveling comfort and all-around utility, the airliner-type reclining front seats, as well as standard dual-headlight system.

Big Nashes should receive top consideration if you buy a car primarily for comfortable, long-distance family touring. Their excellent heating, air-conditioning, and ventilating systems combined with roomy, flexible interiors and economical

power make them ideally suited for this purpose. Comparison with other cars in the upper medium price field should begin at this point. Actually, substantial price reductions across the board, the only ones (with Hudson) amidst an industry-wide price increase, make these cars newly competitive to many more makes and models.

### Nash Power

The big Packard V8, as well as the variety of sixes that Nash offered in the past, have all been dropped. They were

*continued*

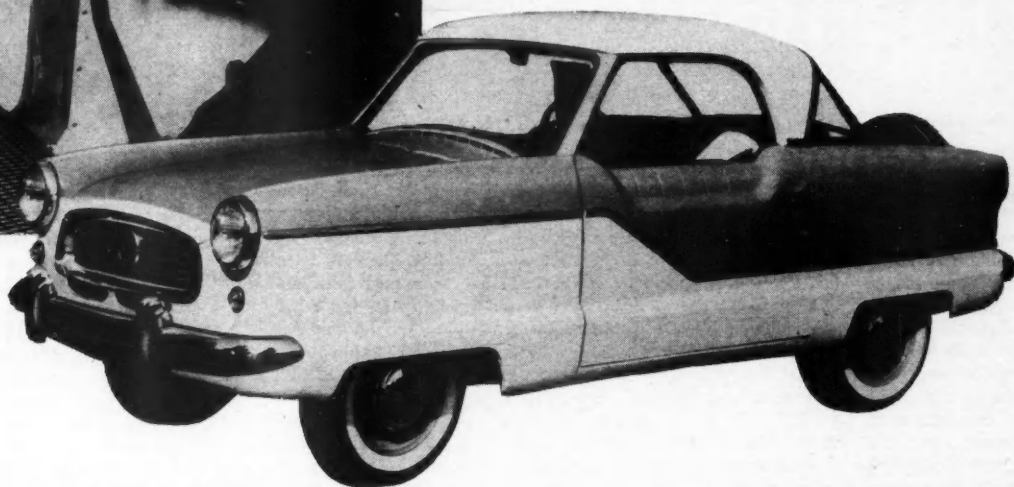
**SHARING SAME CHASSIS  
AND BASIC BODY SHELLS,  
YET DIFFERENT IN LOOKS ARE**

# Nash and Hudson

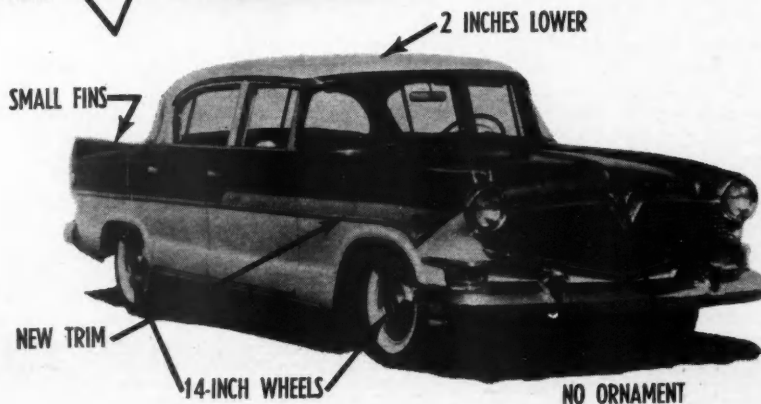
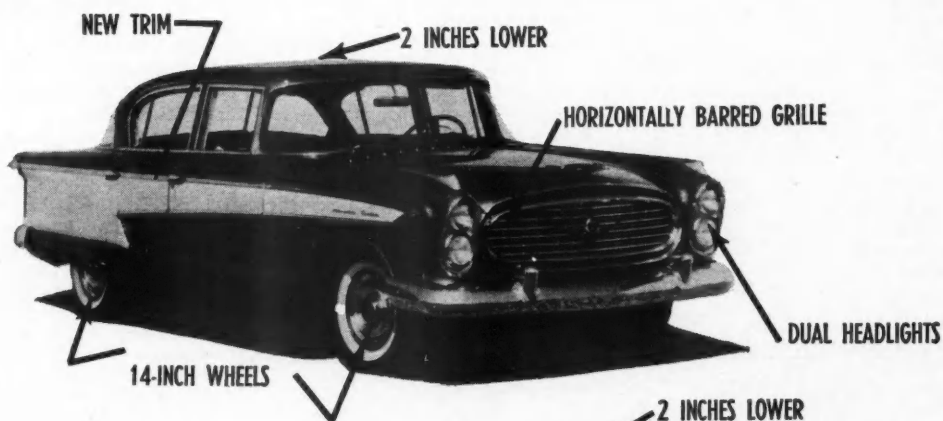


INTERIOR can seat three in front and has utility rear seat suitable for children. Gray and black upholstery with off-white vinyl trim is used. Seats are foam rubber.

METROPOLITAN'S newness dates back to April, 1956. Convertible and hardtop versions are available at almost identical price.



## SPECIAL! 1957 SHOW ISSUE!



'57 NASH, above,  
new Hudson, right.



## Nash and Hudson

Continued from Preceding Page

good engines all, but their availability didn't seem to help sell more cars. Replacing them is an A-M built, 327-cubic-inch, 255-horsepower V8 that has had a million-plus miles of road testing in the hands of owners who bought the Ambassador Special, introduced in the late summer of last year.

Changes this year that boosted horsepower up from the original 190 include a wider bore (four inches), 9 to 1 compression ratio, and a four-barrel carburetor. Standard dual exhausts help horsepower at the rear wheels. The original engine (only about 22½ inches wide, 28 long) now nestles under the hoods of some Ramblers.

Standard transmission is three-speed, combined with a rather fast turning 4.1 to 1 rear axle ratio. Optional overdrive uses the same, but with much greater economy. Most popular option will undoubtedly be GM's latest, smooth-shifting Hydra-Matic. Axle ratio here of 3.15 to 1 should give road mileage close to overdrive.

### Nash on the Road

Probably only from lack of advertising dollars, American Motors has missed getting across to the public their biggest story, and that is inherent safety. Seat belts and padding are one thing, unit construction another. Unfortunately, accident statistics do not normally note makes of cars involved, but in the few cases where they do, unit-constructed cars tend to show a better passenger survival rate. It can't be conclusively proved at this point, but the trend is there. Also, GM's "A" body shell (used by Chevrolet and Pontiac) is rumored to be considering a similar-type construction in 1958. Nash has had it since 1938.

Coil springs, front and rear, give Nashes a soft ride ideal for long-distance cruising. With optional export-type shocks, they make fine mountain goats. Power brakes are standard on Customs, power steering optional on both series. Turning diameter, once Nash's weak point, has been cut to a maneuverable 42 feet since the front fenders have been cut out.

### Inside Your Nash

The driver really shouldn't take advantage of his reclining seat except when off the road and sleeping, but the option is a boon to his front seat passenger. The car sleeps two in comfort when the backs are fully extended. Air mattresses and even window screens are extras for serious campers. Incidentally, those who own pets should consider these screens. Animals can be safely left in the car on hot days.

The complete and readable instrument panel is basically the same as last year's. Custom models have an attractive turned aluminum center section extending the length of the panel. All models offer a transistor radio with twin speakers, one at each end of the panel. Combination heater, air conditioner is tops for efficiency and ease of operation. Real leather bolsters are featured in many models.

### Why Buy?

Ideal car for the chronic tourist . . . Maximum structural safety for you and your family . . . Most generous interior dimensions of any American car . . . Adequate power combined with better than average economy.

## HUDSON

### What's New?

Lowered two inches by flattening roof line and switching to 14-inch wheels . . . Big horsepower boost in A-M-made V8 engine . . . Newest design, smoother shifting Hydra-Matic.

### Your Choice

Like Nash, Hudson has dropped all six-cylinder models, and of course there is no source of supply any longer for the Packard-built V8. The shorter wheelbase Wasp is another casualty.

There are two body styles, a four-door sedan and the Hollywood hardtop, available in either Super or Custom dress. Unlike Nash, where there is a difference in outside trim, Hudsons of either series are as alike as peas until you get inside.

Hudson's major competition comes

from its running mate, Nash. However, only the larger cities support a dealer in each, so if you like the basic car, the choice is immaterial; they are identical, structurally and mechanically. Only Nash advantage is the dual headlight system.

### Hudson Power

One engine, the 327-cubic-inch, 255-horsepower, American Motors-built V8, powers both series. This now has a four-barrel carburetor and dual exhausts as standard equipment. Since its introduction in 190-horsepower form last summer, users have found it a quiet and unusually economical performer. The boost in power should eliminate the one objection without too great a loss in economy.

Three-speed transmission is standard but we doubt if many Hudsons will be sold so equipped. It is poor economics from a resale standpoint to buy a medium-priced car without at least overdrive and preferably an automatic transmission. Both are available as a Hudson option. GM's latest-type Hydra-Matic is used.

### Hudson on the Road

Coil springs at all four wheels give a smooth, rather soft, ride. The car is well insulated from road shocks and the body structure is very rigid. Unit construction is an American Motors exclusive and an advantage big enough to swing many an otherwise hesitant purchaser.

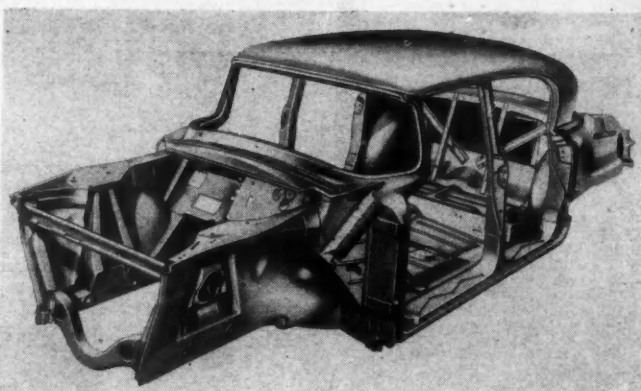
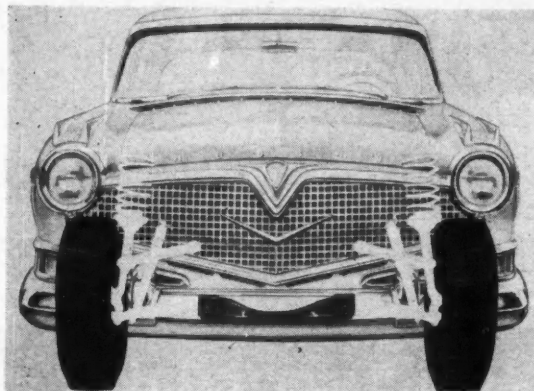
### Inside Your Hudson

Hudson is a car for family living on long trips. It shares with Nash the roomiest interiors in the industry as well as reclining front seatbacks, standard on all Custom models, optional on the others. Stylists have done a nice job of harmonizing fabrics with body colors. Seats are chair-height; there is headroom aplenty.

### Why Buy?

Super-safe unit body construction with 9000 separate welds . . . A car for big people to stay comfortable in over long distances . . . Can be converted into a temporary motel at will . . . Dual service benefits with Nash.



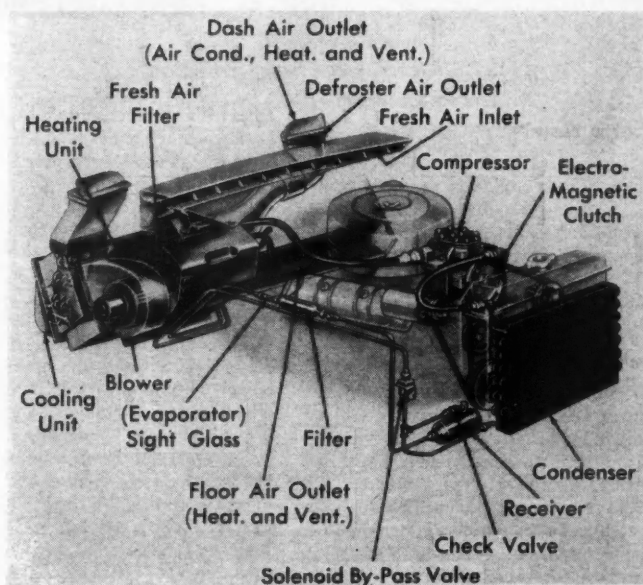


LONG, FRICTIONLESS coil springs (above) are used on all four wheels of both Nash and Hudson cars. Front tread is 59 1/16 inches.

UNITIZED BODY construction (top, right), an exclusive of American Motors' cars, is a safety factor that should not be overlooked.

THE AIR-CONDITIONING UNIT (right) has a new compressor with a built-in muffler system for quieter operation. The receiver tank has a built-in filter and check valve, eliminating tubing, thereby reducing leakage.

REAR END TREATMENT of Nash (left, below) and Hudson is different enough for identification purposes; body measurements are same.



SPECIAL 1957 SHOW ISSUE !



**ENGINEERING REFINEMENTS,  
IMPROVED ROADABILITY,  
NEW CRISPNESS TO STYLING.**

## Oldsmobile

### What's New?

Evolutionary but complete styling change. Biggest engine in the GM family. Station wagons for first time since 1948, two of them hardtop. Strut-mounted instrument panel with printed electrical circuits. Remarkable heater with vacuum-operated controls. All-new chassis with ball-joint front suspension.

### Your Choice

Oldsmobiles are made three ways. The cheapest one is the newly named Golden Rocket 88, a car priced with Buick Specials and top-line Pontiacs within the GM roster, Mercury Montereys, luxury Dodges, and DeSoto Firesweeps without. Body choice is most complete including hardtop and pillared wagons.

Sharing the same 122-inch wheelbase chassis is the Super 88, somewhat of a misnomer with its extra power connotation, for all Oldsmobiles use the same 277-horsepower engine. Again, body choice is complete except that only one wagon, the hardtop, is offered. Drop Dodge and Pontiac from the above list, move the others up one model in luxury, and you will find cars to compare.

The elongated (126-inch wheelbase) Starfire 98s can cost a pretty penny if you specify one loaded with accessories, but generally should be considered as a member of the upper-medium price range. The 8.5 inches added overall length is all in the trunk area; interior dimensions are same as in smaller Oldsmobiles. No two-door sedans or station wagons are offered in this series, but there are a convertible, two- and four-door hardtops, and a four-door sedan.

### Oldsmobile Power

Oldsmobile has reamed out its long-lived V8 to the point where it is now bigger (371 cubic inches) than the en-

gines of both Buick and Cadillac. The 277 horsepower claimed is modest, and the rated 400 pounds-feet torque at 2800 rpm is well up in the big leagues.

To be offered soon after the new year is an optional three two-barrel carb setup, which ups horsepower to 300 at 4600 rpm. During normal driving the engine operates on one two-barrel; push the throttle past the  $\frac{3}{4}$  mark and the other two carbs cut in. In terms of economy, it should be better than a single four-barrel, but only if you use the one carb. In terms of acceleration, the '57 Super 88 can go from 0 to 60 mph in 9.5 seconds, compared to 8.5 seconds for the three-barrel job.

Coming in the future will be a fuel injection system, the prototype of which we saw at GM's Arizona Proving Ground. It's a GM system similar to that used on the Chevy (see page 24), but is enclosed and fed cool air from behind the grille. Oldsmobile's General Manager, Jack Wolf-ram, says that for the present "they will be satisfied with three carbs." When the f.i. car can get to 60 mph much faster than it now does (only 0.2-second better than the three-carb job) you can bet you'll see fuel injection on the Olds.

Three-speed synchromesh is standard on both 88's. Hydra-Matic is extra cost option except on the 98. Most of the changes in the unit involve adapting it to the new two-piece driveshaft. Introduced last year, the transmission soon made a mark for smoothness and instant response. It uses sprag clutches and fluid couplings instead of bands as in the older design H-M.

### Oldsmobile on the Road

The company calls its new chassis "wide-stance" which perhaps is a more polite phrase for what engineers commonly call "cow-belly" construction. The side rails spread out between front and rear wheels, allowing the body floor to be between the structural members. The resulting car

can be made lower with the same interior room (Olds is two inches lower than last year); weight is spread out over a wider area; and the center of gravity is lower. These things all combine to give much better stability on the road.

Oldsmobile has always been the firmest riding of GM-built cars, and this year is no exception. Relocating the upper control arms of the new ball-joint front suspension helps greatly in reducing dive during severe braking. The suspension design in itself, along with outboard mounting of the rear shock absorbers, makes Oldsmobile a much flatter cornering car than it has been in the past. New brakes incorporate a flange to suck in cooling air.

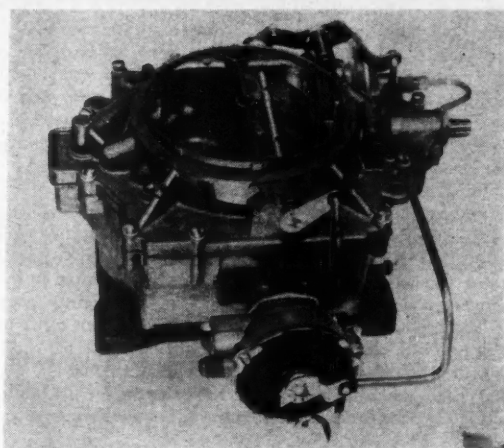
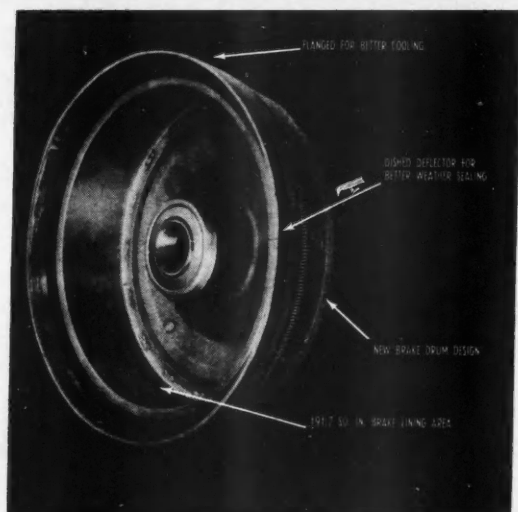
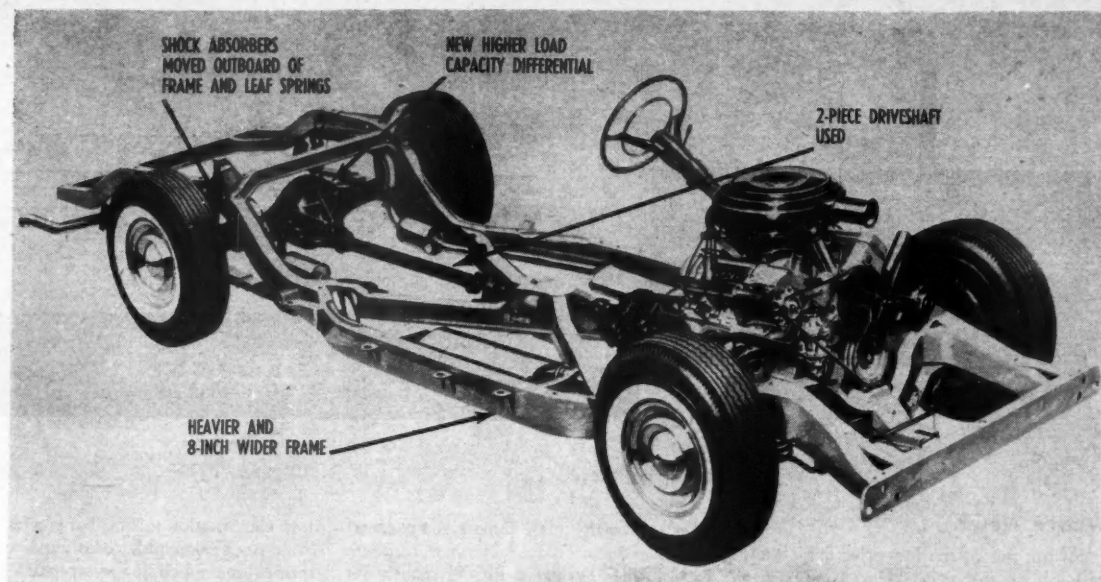
### Inside Your Oldsmobile

Even after thinking it over for a month, we must repeat that Oldsmobile's strut-mounted instrument panel is an oddity. It is not the mounting method so much as the unprotected gap left between the rear of the panel and the body cowl. Items left on the panel can fall through and get tangled in the works behind. Instruments themselves are attractively turned out and easy to read. Only true gauge left besides the speedometer is the gas supply indicator. The rest are warning lights.

The new heater is the neatest package yet offered by anyone. Pushbutton controls actuate vacuum valves in the twin heaters to regulate shutters, increase blower speed, etc., and the provision of the complete extra unit on the driver's side greatly increases defrosting rate. When cowl-mounted air-conditioning is specified, controls are integrated with the heater.

### Why Buy?

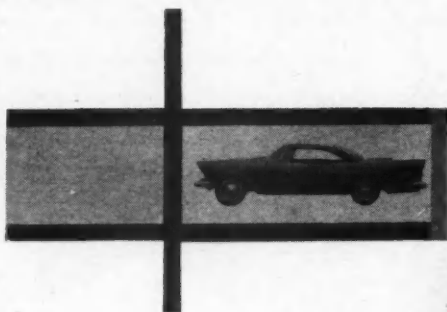
Top-notch performance, especially in lower speed ranges. High resale value. Attractive, relatively conservative styling. Outstanding new hardtop station wagon. Surefooted road car.



QUADRI-JET CARBURETOR on '57 Olds uses front pair of throats at low speeds, all four cut in above half throttle. Automatic choke is much improved.

SPECIAL! 1957 SHOW ISSUE!





**BETTER LOOKING THAN  
EVER, BIGGER, LOWER,  
MAY SPARK SALES FOR**

## Plymouth

### What's New?

Styling star of the low-price field; some will say of any price field. Top of 235 horsepower with the publicly available racing engine yet to come. Torsion bar front suspension. Wrap-over-the-top windshield on convertible. Rear facing third seat on some station wagons. Three-speed, pushbutton TorqueFlite.

### Your Choice

Plymouth brackets the low-price field in the usual manner, with three lines of cars plus station wagons. The smartly dressed Belvedere should be compared with Chevrolet Bel-Airs, Ford Fairlanes, and Ramblers. Not intended as an economy car in V8 form, only the biggest (301-cubic-inch) engine is offered unless you specify a six. Any body style including a four-door hardtop is available.

Less luxurious Savoy meets competition from Chevrolet Two-Tens and Ford Custom 300s. This is the car for the average family who is interested in transportation without all the frills. Resale value, however, drops off more sharply than on the most deluxe models. The line includes all body styles but the four-door hardtop and convertible. The Plaza is a car for fleet owners and salesmen, comparable to Ford's Custom and Chevrolet's One-Fifty.

Station wagon choice is unusually complete. DeLuxe, Custom, and Sport models are equivalent to Plaza, Savoy, and Belvedere, respectively. They are on the longest wheelbase (122 inches) in the low-price field. Both two- and four-door models are offered, the latter having the rear facing third seat when set up to carry nine passengers.

Perhaps for the first time, the governing factor in choosing a Plymouth will be whether or not you like the styling. This has been partially true since 1955, but prior to that, Plymouth looks could not

have sold many cars. Expect some enterprising accessory manufacturer to come up with a dual headlight kit. Plymouth cut corners on this; the four sealed-beam units were a little expensive, so they substituted a vast parking light.

### Plymouth Power

The Powerflow six, still a popular engine in metropolitan areas, is technically standard in all models. Most sales, however, will be to fleet owners, particularly the taxicab field where Plymouth maintains a commanding sales lead. Its popularity here is testimony to the reliability and economy not only of the engine but the whole car. The engine is identical in specifications to the six used in Dodges.

Plaza models for some time will feature a 277-cubic-inch V8 of 197 horsepower. Grab one of these before supplies run out, as it offers practically the same performance with more economy than the next engine up the line, a 301-cubic-inch V8 with 215 horsepower. This is the standard V8 for Savoy, Belvedere, and all suburbans. With four-barrel carburetor, dual exhausts, and a boost to 235 horsepower, it is optional on all models.

Basic transmission is three-speed synchromesh with overdrive optional. Short supply of the pushbutton, three-speed TorqueFlite units temporarily limits their application to Belvederes and Sport Suburbans. Other Plymouths offer the older two-speed version. It is interesting to note that more and more, in fact, almost a majority of Plymouth taxicabs are being sold with automatic transmissions. The reason, in this hard-boiled business, is that slightly poorer gasoline mileage is more than offset by maintenance savings.

### Plymouth on the Road

The wallowy, sometimes even wobbly, Plymouth ride is a thing of the past. The

new, combination torsion-bar and ball-joint front suspension plus redesigned rear leaf springs and much lower structure (car is only 4.5 feet high) give roadability that under some conditions approximates that of a sports car. Despite this, the ride is still soft.

A major past deficiency has been corrected by adoption of the Chrysler Corp. center-plane brake, now called "total-contact" by the ad men. This is one of the best set of brakes in the business. Optional power steering of a very sensitive variety prevents getting your arms tangled while wheeling the Plymouth around corners. Standard steering requires too many turns from lock to lock.

### Inside Your Plymouth

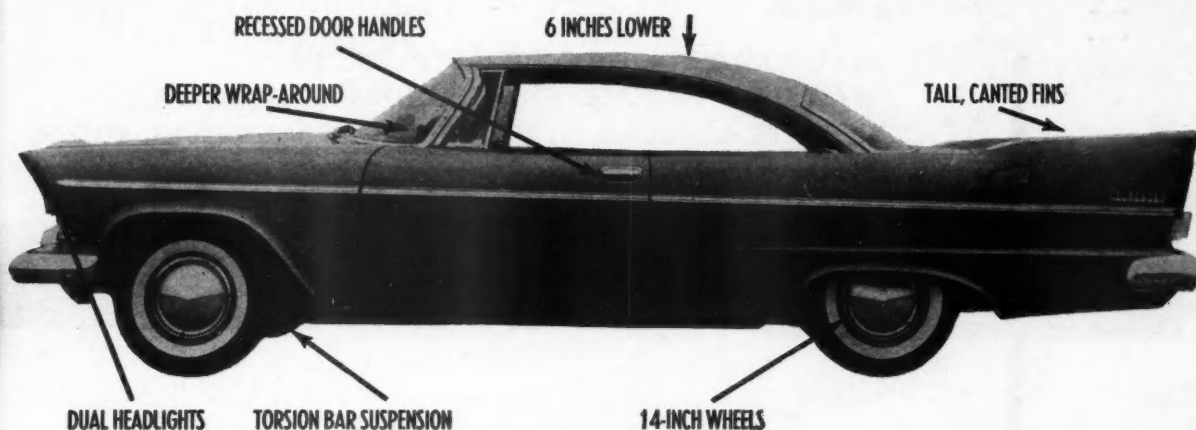
Except for about an inch less rear seat legroom, Plymouth interiors give you all the space that can be found in theoretically bigger Dodges and DeSoto Firesweeps. There is even more front seat head and legroom.

The instrument panel, if you forget glove box location and design, is attractive and thoughtfully laid out. Padding is an option for the first time. Visibility through the tremendous front glass area is exceptional. Some will complain about the mirror mounted on the panel, but to hang it from the header would really have created a hazard to vision. Quality and appearance of upholstery in Belvederes is on a par with competition; the same in other models can only be described as serviceable.

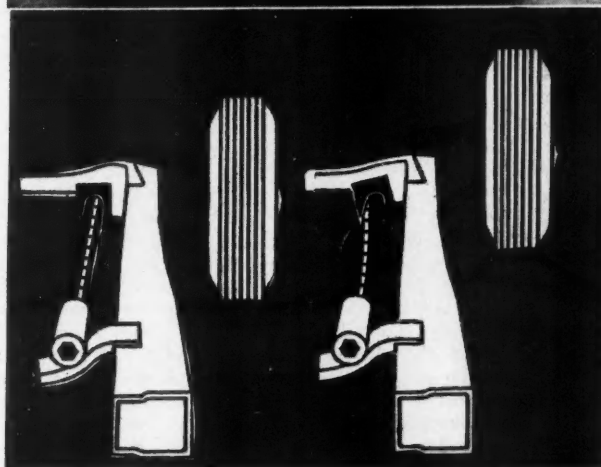
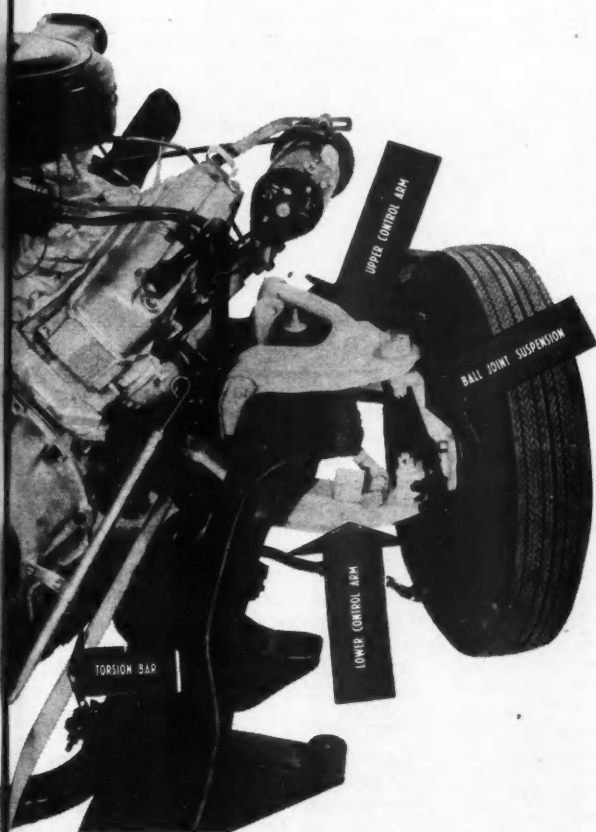
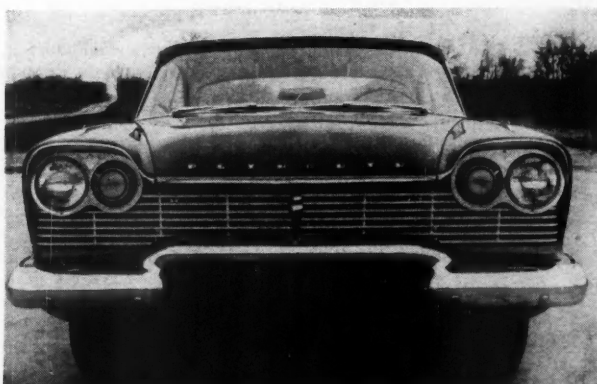
### Why Buy?

Tack-sharp styling job that shows up best in popular two-door hardtop. Advanced chassis engineering that does wonders for car on the road. Only pushbutton transmission control in low-price field. Very easy car to drive.

**SPECIAL! 1957 SHOW ISSUE!**

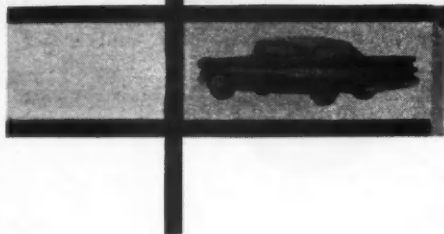


DUAL HEADLIGHTS could be provided for by the removal of the head- and parking-light mountings and installing the smaller double units in a new housing.



DOTTED LINE on the torsion bar shows how twisting action is utilized when a front wheel passes over a bump. Ball joints aid in producing smoothness.

## A CLEAN FACELIFT COMBINED WITH CHASSIS AND MECHANICAL IMPROVEMENTS FOR



# Pontiac

### What's New?

Highly refined, more powerful V8 engines. Fuel injection to be made available to the public as an option by January 1st. Silver streak and Indian symbols buried for good by major facelift. Wide choice of station wagons including the special Safari and a four-door version of it to be introduced at N. Y. auto show. Genuine leather interior trim standard in Star Chief.

### Your Choice

Pontiac's model line-up sounds lots like a Santa Fe RR timetable. We hope these two are better coordinated than Packard was with Pan American Airline when the latter sued over the use of Clipper. Chieftains are the lowest priced series, infringing in some instances on the upper end of the low-priced field. Next comes the Super Chief, an all-Pullman extra-fare car on the same 122-inch wheelbase. All body styles except the convertible are available in both grades.

The Star Chief, with a two-inch longer wheelbase and seven inches greater overall length, is Pontiac's answer to Mercury Montclairs, small Buicks and Oldsmobiles, DeSotos, and Studebaker Presidents. The two-door sedan is dropped, but there are both varieties of hardtops, a four-door sedan, and a convertible to answer most everyone's need.

Both Chieftain and Super Chief offer two- and four-door wagons but with hard-top styling. Last year's snappy Safari lends its name to all Pontiac wagons now; the true Safari for 1957 uses the adjectives Star Chief Custom. There will be a four-door version with the fancy tailgate in time for the New York auto show.

Pontiac must wait until 1958 before it gets an all-new body shell, but stylists meanwhile have done wonders with the old. Those who think it looks a little high compared with this year's crop of

cars should glory in the additional headroom while they still have the chance.

### Pontiac Power

The whole story won't come out until after Speed Week this year, but believe it or not, we're putting our money on Pontiac to walk away with top speed honors with full knowledge that there will be a mighty potent Chrysler 300-C after the same title.

Details of the new competition versions of the 347-cubic-inch Pontiac V8 weren't available at press time, but remember that these engines must be sold to the public in quantity by January 15th to be eligible for competition at Daytona. Most interesting from the private owner's standpoint will be the optional fuel injection system. Race drivers, however, will probably choose the granddaddy of factory-produced power packs—three four-barrel carburetors!

Standard on Chieftains with synchromesh transmission is a 227-horsepower engine with 8.5 to 1 compression ratio and a two-barrel carburetor. Super and Star Chiefs use a 270-horsepower, 10 to 1 compression ratio version with one four-barrel carburetor regardless of whether Hydra-Matic or three-speed transmission is chosen. A similar engine of 252 horsepower is used on Hydra-Matic-equipped Chieftains.

Interesting engine detail on all models is a vent that opens the intake valve guide to atmospheric air pressure. This prevents the substantial loss of oil into the combustion chambers caused by high negative pressures when the car is decelerating. Hydra-Matic and the rest of the drive train are fundamentally unchanged from last year.

### Pontiac on the Road

Pontiac is the only GM make not switching over to ball-joint front suspension this

year. The reason, of course, is that it would have required changes too extensive to fit into chassis without complete redesign. Without a new body to go with it, there wasn't much point.

Chassis refinements are all aimed at softening the ride without loss of handling capabilities. Sixty-inch-long rear springs have rubber liners on station wagon models, full length liners of another material on others. Shock absorbers are revalved for softer ride.

### Inside Your Pontiac

Without doubt, Star Chiefs offer more for your upholstery and trim dollar than any other car in their price class. Top-grain, hand-buffed leather is featured, either by itself or in combination with nylon cloth. Hardware and trim are rich and neat.

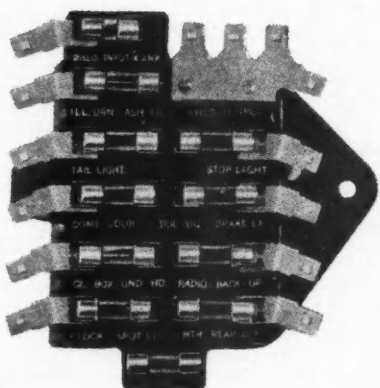
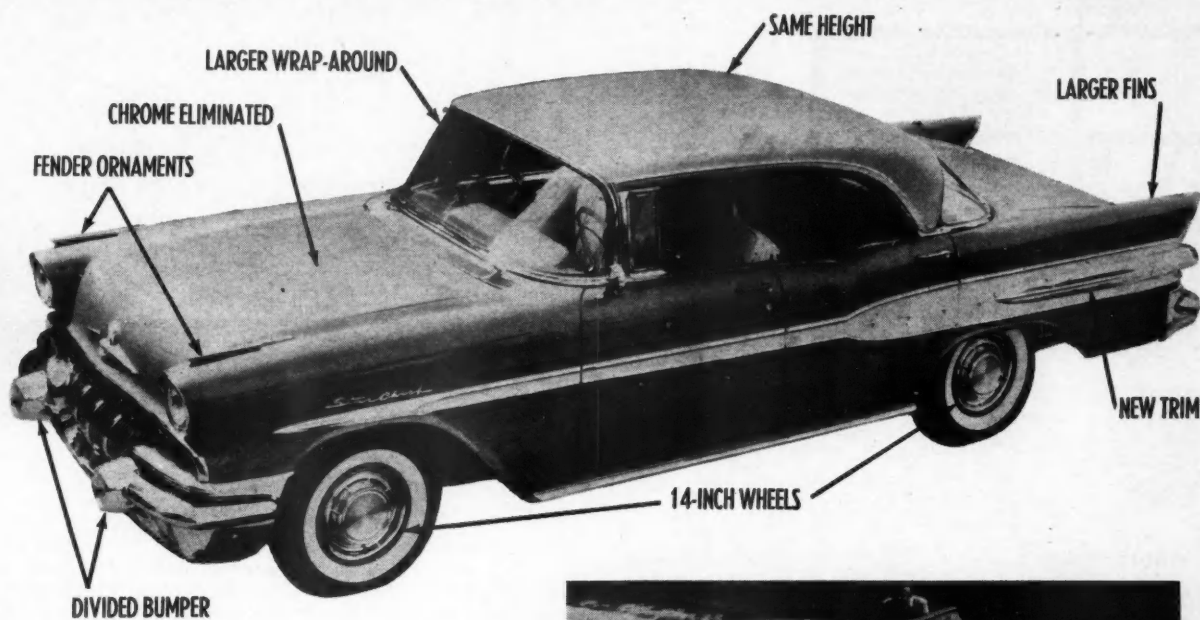
A driver used to high-hooded Pontiacs of the immediate past will be pleased by the new view out the larger windshield. The hood is an inch and one-half lower and free of distracting ornamentation. Instruments, true gauges all, are mounted high on the panel, as close to eye-level as possible without being obscured by the steering wheel.

The more expensive transistor-powered radio deserves a paragraph by itself. There is one speaker in the panel and two behind the rear seat. Each can be separately adjusted for tone and volume by turning a dial. The power-operated aerial extends automatically when the radio is turned on, retracts when you shut it off.

### Why Buy?

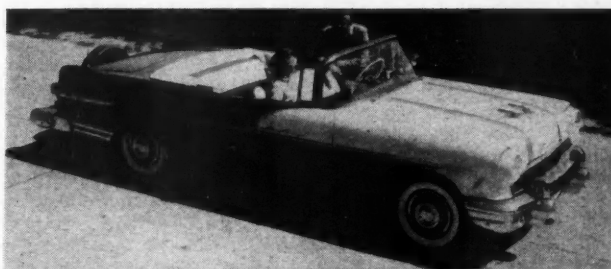
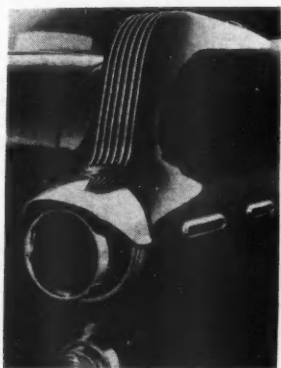
Super performance from power options for those who want it. Extreme quiet and smoothness for those who drive normally. Attractive and extensive modifications to a well-proved basic body design. Excellent resale value.





MAINTENANCE is made easier by simple gimmicks like this centralized fuse block, which ends fumbling.

TAIL LIGHTS of '57 Pontiac (right) bear little resemblance to last year's, though change didn't require drastic body alterations.



FACELIFTING of the '56 (above) has been confined to minor details, like hood.





## BROADENING ITS SALES POTENTIAL, MORE POWER IS OFFERED IN THE '57'

# Rambler

### What's New?

Choice of six and V8 cylinder engines . . . Only low-priced American car with unit construction . . . Despite full-sized interiors, most compact American car . . . Only hardtop station wagon in low-priced field . . . New Borg-Warner automatic transmission for sixes produced from February on.

### Your Choice

Model for model, Rambler is slightly more expensive than other cars in its field. The cheapest, so-called Deluxe four-door, for example, runs about \$50 more than a Ford Custom or Plymouth Plaza six. The low end of the price structure is also artificially raised by the lack of two-door models. However, the difference is negligible when carried out over 24 monthly payments.

Deluxe, Super, and Custom Ramblers are all mounted on the same 108-inch wheelbase. The Deluxe series includes no hardtops and is not normally sold with V8 engine. The Custom hardtop station wagon at the high end of the line is not sold as a six. Within these extremes, sixes and V8's are conveniently pretty much interchangeable, it's up to you which you buy.

Rambler enjoys big savings on tooling costs because they make only four-door sedans, station wagons, and hardtop equivalents. If there had to be a choice, we suppose this to be the logical one, but the company doubtless loses sales to families who insist on a two-door for safety with children aboard.

By far the greatest percentage of Ramblers sold are station wagons, but this no longer implies that they are always the second car in the family. In fact, a switch is taking place where the wagon is being considered by many the ideal multi-purpose car for a family that can afford only one.

### Rambler Power

Most common criticism of past Ramblers that we have heard voiced is that they lacked even adequate power. Others, of course, loved them for their true economy. This year's option of a V8 should roughly double Rambler's potential market. Considering that the car weighs less than 3200 pounds, 190 horsepower will provide peppy but not neck-snapping performance. Our road test (MT, Dec. '56) proved this when the V8 Rambler averaged 13.4 seconds to get to 60 mph. This is about equivalent to any non-powerpacked Ford, Chevrolet, or Plymouth.

The 250-cubic-inch engine is identical to that used last year in the Nash and Hudson Specials except that it has hard instead of hydraulic tappets. Dual exhausts are standard. A four-barrel carburetor power pack should come along later in the year. An overly modest 8 to 1 compression ratio permits continued operation on regular grade fuel.

The ohv six, all-new last year, is continued in 125- and 135-horsepower varieties. Only the slightly smaller Studebaker Champion engine can compete against its economy and with only 101 horsepower, can't touch its performance. Neither, however, is spectacular in this department.

Transmission options are complete for both engines. Three-speed synchromesh is standard and overdrive optional, the latter being more popular on the Rambler, percentage-wise, than any other make. Older style, dual-range Hydra-Matic will be optional on the six until the new Borg-Warner transmission becomes available. The V8 uses GM's latest Hydra-Matic.

### Rambler on the Road

Biggest Rambler bonus is its maneuverability. Being 1½ feet shorter and sev-

eral inches narrower than the average American car, the Rambler can squeeze in and out of tight spots in either traffic or parking lot with surprising agility. Yet the car is not small enough to make you feel hemmed in by road monsters.

Coil springs are used for all four wheels, the front ones being placed high up in the fender structure. Ride is soft, and if you are a hard driver, we strongly recommend the optional export kit with its stiffer springs and shock absorbers. Rambler is the only small car to stay with 15-inch wheels.

### Inside Your Rambler

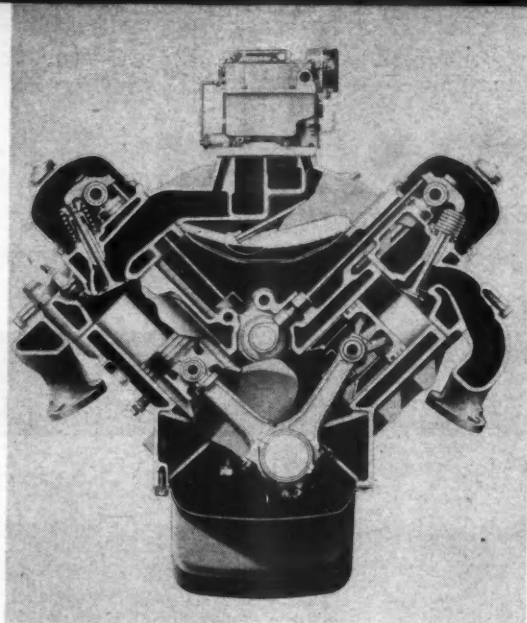
Rambler interiors are not, as is sometimes claimed, more generous than any other car in its price class. The new Ford Fairlane, for example, offers more head and leg room in both front and rear seats. However, the maximum difference in any one dimension is two inches, and the Ford has 10-inch longer wheelbase, is over 16 inches longer overall. This is why we say that for all practical purposes, Rambler interiors are full-sized.

Fittings and upholstery are neatly turned out, with evidence of real luxury in Custom models. Useful reclining seats that can be made into twin beds are optional on all models. The notched roof of station wagons limits their usefulness for carrying bulky parcels, but a rack is provided on the roof. Excellent and inexpensive Weather-Eye heater-air conditioner combination is an option that will pay you back come resale time.

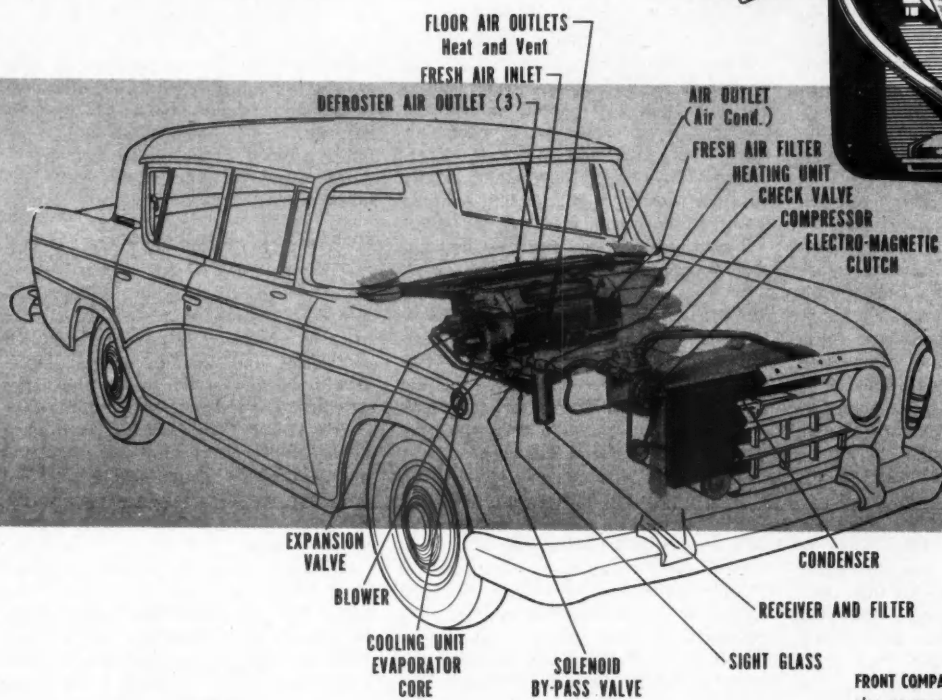
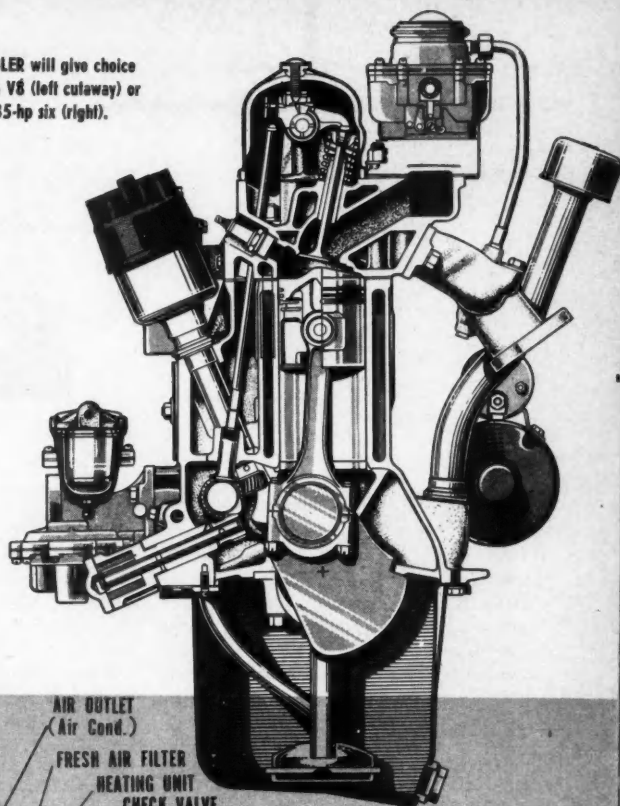
### Why Buy?

Unusual, chic little car that satisfies without excess premium one's urge to be different . . . New choice of power and economy or maximum economy . . . Most modern body styles available . . . Excellent resale value.

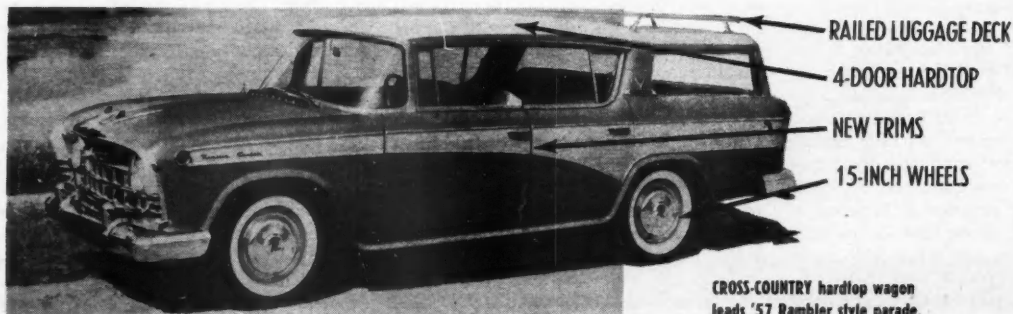
**SPECIAL! 1957 SHOW ISSUE!**



'57 RAMBLER will give choice of 190-hp V8 (left cutaway) or 125 to 135-hp six (right).

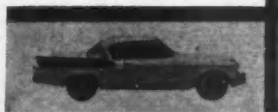


FRONT COMPARTMENT air conditioner also serves as winter heater.



CROSS-COUNTRY hardtop wagon leads '57 Rambler style parade.





## NOTABLE ARE ADVANCES IN ENGINEERING AND NEW MODELS ADDED FOR THE '57

# Studebaker

### What's New?

McCulloch supercharged, Studebaker-powered Golden Hawk . . . Moderate face-lift on Hawk series, more major on sedans and wagons . . . Newly available four-door station wagons . . . Variable-rate coils in front suspension . . . Optional limited-slip, balanced traction differential.

### Your Choice

The Hawk series, still based fundamentally on the original Loewy design of 1953, is as close to a sports car as you can get at a reasonable price and still carry the whole family in closed comfort. A McCulloch supercharger is standard equipment on the Golden Hawk hardtop. Silver Hawk V8s and sixes come in coupe form, use unsupercharged engines. Price-wise, the Hawks embrace competition from the low to upper middle field. However, since there is nothing else quite like them, they are not usually compared with other cars. They are bought by people who have driving fun with the family in mind.

The six-cylinder Champions, V8 Commanders and Presidents have some of the Hawk's styling flair, but are higher, more conservative. Following the trend set last year, grilles are entirely different. The sedans and wagons have been Americanized, the Hawks made even more European in flavor.

The only hardtop available is the Golden Hawk. There are no four-door hardtops. The President Classic sedan is mounted on the longer (120.5 inch) Hawk wheelbase while all other Studebaker sedans and wagons use a short and maneuverable 116.5 inch chassis. Two-door sedans can be either President, Commander, or Champion; two-door station wagons the latter two, and four-door wagons the first two. Some sort of Studebaker should be priced and inspected if you are buying in the low or medium price field. If you can pay a little more, check the new Packard (see page 56) Clipper which is still basically Studebaker but fancier.

### Studebaker Power

Big news is the McCulloch blower, last used on an American production car by Kaiser in 1955. Studebaker doesn't have to try and make gold out of bricks though. The 289-cubic-inch, Studebaker-built V8 responds beautifully to the boost. Although the 65 added horsepower claimed (to 275 from 210) seems extravagant, the performance belies our doubts. Our check (MT, Dec. '56) shows the supercharged Hawk to perform almost exactly on a par with last year's Packard-powered model; further testing may prove it's better!

Presidents use the same engine unsupercharged. With a four-barrel carburetor, it is rated at 225 horsepower and drops 15 units when equipped with the standard two-barrel. The smaller, 259-cubic-inch Commander V8 puts out 195 and 180 horsepower with corresponding equipment. Silver Hawks use the President engine, or Champion sixes which are strictly for the economy-minded.

Three transmissions are optional on all but the Golden Hawk, with, of course, synchromesh being standard for the lesser cars. Studebaker's Flightomatic is of basic Borg-Warner design and quite similar to the automatics used by Ford and Mercury, namely a torque converter coupled to a two-speed planetary gear box. A throttle kickdown for fast takeoffs or passing is a useful feature. So is the automatic hill-holder on cars equipped with three-speed or overdrive. It has saved many a clutch in its long history.

### Studebaker on the Road

Last year's Golden Hawk had the weight distribution of a blackjack. The heavy Packard engine mounted well forward in the otherwise light car caused the rear wheels to have at most times only the loosest kind of a relationship to the highway. Studebaker-powered Hawks, on the other hand, handled beautifully. This year, the light engine with a supercharger (that only weighs about 40 pounds installed) proves to be an ideal combination for both performance and

handling, though reliability may suffer.

Sedan and wagon models feature variable rate front coil springs in an effort to equalize action under all load and surface conditions. Unevenly spaced coils are eliminated individually from the springing action as they progressively nest against adjoining coils. The optional limited slip differential is a real boon for an owner who drives much on icy or muddy roads. Tractive effort can be directed through one wheel when the other can't get a bite.

### Inside Your Studebaker

The enthusiastic driver-owner of a Golden Hawk will delight in the machine-turned panel containing a complete set of Stewart-Warner instruments, including tachometer and vacuum gauges. Lesser Hawks have everything but the latter two. Sedan and wagon models feature the "Cyclops Eye" speedometer, reminiscent of the Model A's rheumy gas gauge, and interesting lesser gauges that overlap red on green or vice-versa, depending on the state of your fuel, oil, generator, or water in the radiator.

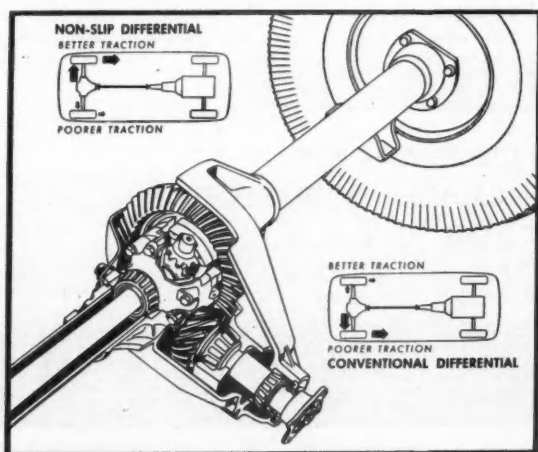
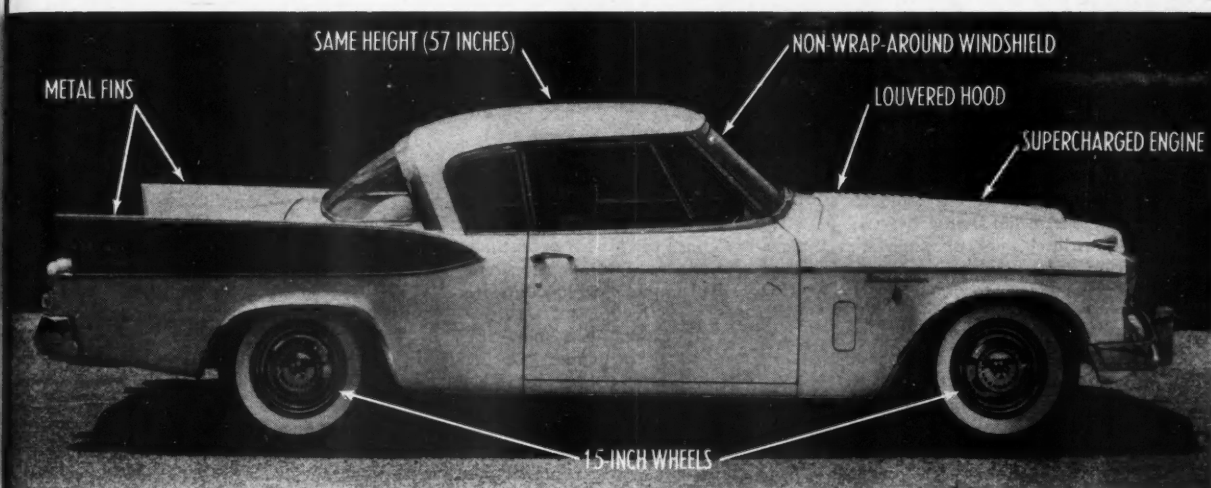
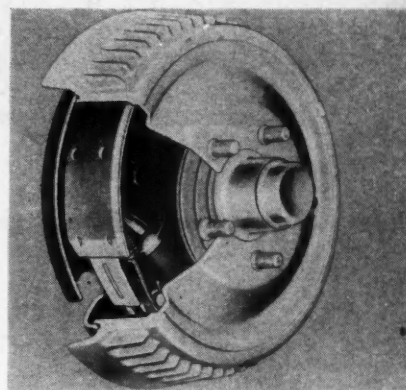
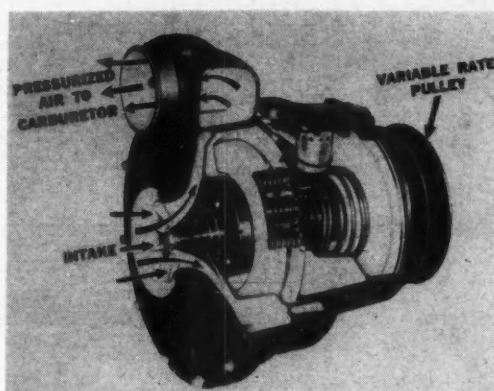
Seating position in sedans is normal chair height and quite comfortable. Visibility over the slope-down hood cannot be equaled. Hawk seating position is a little too close to the floor for long-distance comfort. It is similar to a rowing machine and we found that our thigh muscles tired after several hours behind the wheel. The Hawk rear seat is adequate for two adults on short trips, excellent for children on any length trip.

### Why Buy?

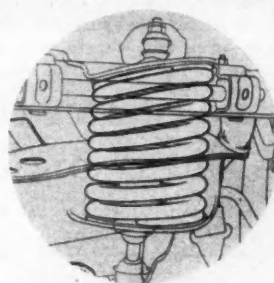
If you want an American-built sports-type car and your family insists on coming along, a Hawk is your *only* choice . . . Supercharged power is not only practical but a fine conversation piece . . . Studebaker workmen, ever since 1953 complaints, have been quality-conscious to an extreme . . . Car is consistently rated by independent authorities as giving most value for the money.

MC CULLOCH supercharger on Golden Hawks is a five-pound boost, full-pressure system, makes '57 version as hot as big Packard-engined '56 Golden Hawk.

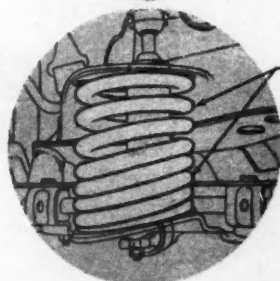
BETTER RESISTANCE to fade on Studebakers results from use of 11-inch, finned drums.



OPTIONAL on all Studebakers is limited-slip differential that allows up to 80 per cent of engine power to go to wheel with the best traction.



1956 CONVENTIONAL FRONT COIL SPRING



NEW 1957 FRONT COIL SPRING COMPRESSES AT AN UNEQUAL RATE, COIL BY COIL

**SPECIAL 1957 SHOW ISSUE!**



**EXTERIOR-MOUNTED SPARE  
TIRE DROPPED, STILL  
MORE POWER FOR THE '57**

## Thunderbird

### What's New?

In spite of there being much that's new on the '57 Bird, no one can mistake the car's heritage. Styling changes are evident: grille is completely new, and being deeper, should provide better cooling; the drop-center bumper incorporates parking lights in the tips of the front while in the rear the exhaust ports are integral but without the former bulky bumper bombs. The rear deck is longer with lots more room for luggage.

Now nearly four inches shorter overall, the elongated rear deck and other improvements increase rear brake effectiveness from last year's 38 to an immediately noticed 45 per cent. The effective brake lining area is now 176 square inches and the car is much less vulnerable to fade. New 14-inch wheels drop road clearance of the frame to a scant 5.3 inches.

### Special Equipment

In this category is the convertible top, since the standard lid is a plastic hardtop with or without the portholes. The latter may look weird but they increase the driver's rear quarter visibility when buttoned up. A new transistor radio has a

brainy volume device that automatically adjusts to the correct level "in synch" with your speed, and there are special antennas for the rear deck. The adjustable steering wheel is standard but power steering is extra as are power brakes and window lifts. There's also an available thinker for the optional powered seat—dial the position and the seat will return to place after it has dropped back for your entry or exit.

### T-Bird Power

Engines are numerous, beginning with the 292-cubic-inch block with a two-throat carburetor and 9.1 to 1 compression ratio, developing 212 bhp and 297 pounds-feet torque (at 4500 and 2700 rpm, respectively) to a power-packed dual four-barrel carburetor job that scrounges out 285 horses from its now moderate 312 inches. Most common Bird power will be the 270-horse or 245-horse single four-throat job with camshaft grinds between the aforementioned extremes of go power. The 312-inch engines all have 9.7 to 1 compression ratio. Dual exhaust systems are standard through '57 T-Birdland. Three-speed stick shift gearboxes come with or without overdrive. Fordomatic is optional.

### T-Bird on the Road

Much improved would be a mild statement. This husky fledgeling can be taken through corners that would find the tail feathers of Cousin '56 curling around toward the nose. MT's check Bird had the 245-horsepower plant, automatic transmission, power brakes and steering. Using a stop watch and allowing for a 10 per cent speedometer error, we got readings ranging from 10.4 to 11.6 from dead stop to an indicated 66 mph.

To 30 and 45 mph (indicated 33 and 49) best times were 3.9 and 7.4 seconds, good enough to outdrag most cars but just enough to whet our appetite for our full-scale test which we'll bring you later.

The new large-hooded instrument group is well shielded; should not reflect in windshield. This panel is much like big Fords' but has tachometer. The wheel falls nicely to hand and the steering lock (3.5 turns power or not) coupled with better footing makes new Bird handle very well, with but a trace of understeer.

### Why Buy?

For fun, naturally; also, it's much improved.

**BASED ON STUDEBAKER  
BODY AND CHASSIS, HERE'S  
PREVIEW OF THE '57**

## Packard

**N**EW YORK AUTO SHOW VISITORS were treated to a surprise preview of the 1957 Packard-Clipper. Due to production problems, the roped off car was not slated to be announced until the Chicago show, a month later. However, Studebaker-Packard directors at a recent meeting decreed that the car be exhibited

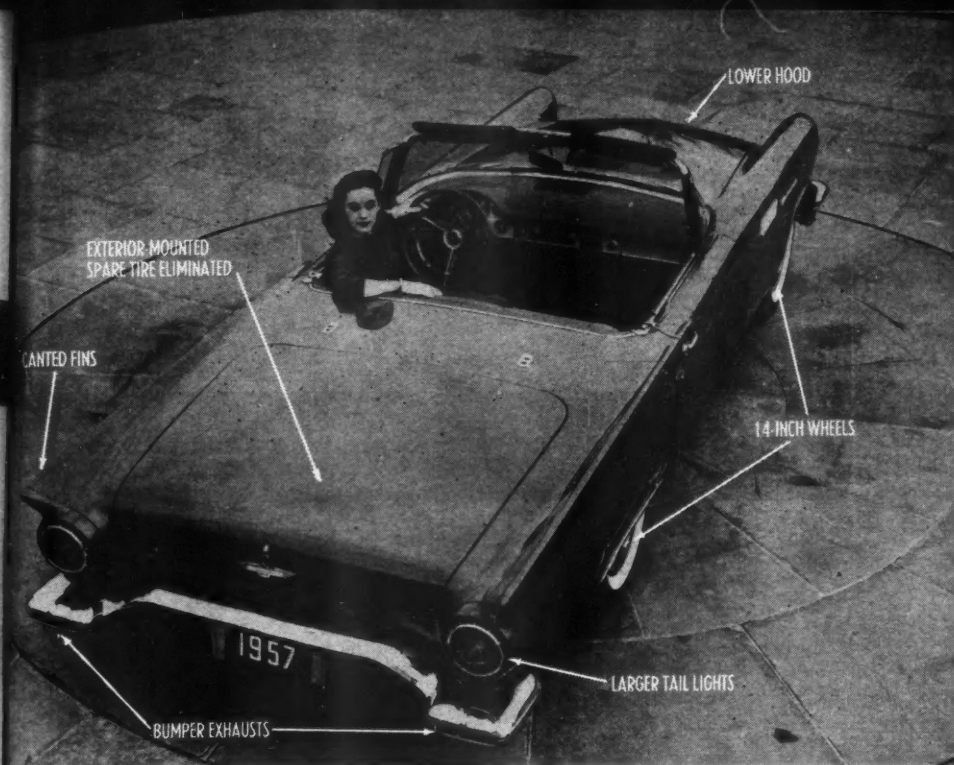
to convince a doubting public that the marque still exists.

The new car is obviously based on Studebaker body and chassis. Since the Packard engine plant at Utica, Mich., has been retooled for defense work, it is equally obvious that the car will be Studebaker-powered, most likely with

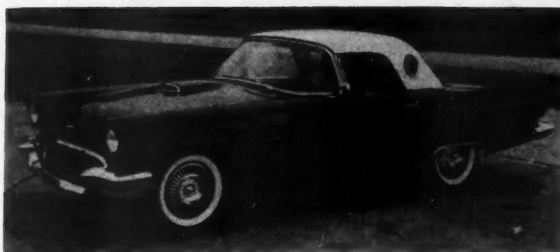
supercharger to distinguish it from the company's other sedans, which of course bear the Studebaker name.

Chief Stylist Bill Schmidt is to be commended for grafting much of the Packard tradition and flavor onto a reluctant and foreign body shell. The result is pleasing.





**NET RESULT** of the styling changes detailed above is the much smarter, spare-tire-less Bird at right. The new front end, outward-canted fins and slotted discs combine to make a symphonic whole, new but recognizable.



## SPECIAL 1957 SHOW ISSUE !



**MOST LUXURIOUS** sedan in the Studebaker-Packard lineup is this Packard-Clipper. If you like the idea of luxury in a compact shell, the combination will appeal to you, and you can bet it will be a top performer.



LUXURY SECOND TO NONE  
PLUS AIR SUSPENSION RIDE,  
MODERN STYLING FOR ALL-NEW

## Eldorado Brougham

### What's New?

Newest all-new car on road today . . . Full-sized scale model of last year's Motorama dream car . . . Air suspension here at last . . . Probability of fuel injection . . . World's most luxurious interiors . . . Driver-operated controls for door locks and trunk lid . . . Standard equipment includes air-conditioning and Autronic Eye . . . Free perfume, lipstick, Kleenex, and drinking cups with each car.

### Your Choice

The Eldorado Brougham is a styling concept revolving around the four-door hardtop. No other body style is being planned, though of course a customer could make arrangements with Derham to fabricate a town car or perhaps even a convertible from the basic body structure.

Price has not been set as of presstime, but rumors have it that the cost will substantially exceed Continental's healthy tag. In any case, up in this rarefied atmosphere, \$1000 one way or the other is not much of a factor. Choosing between the cars is a matter of styling preference and degree of mechanical advancement. The first boils down to personal opinion; the second is a foregone conclusion.

### Eldorado Brougham Power

It is a tribute to the professional sciences of Cadillac Chief Engineer Fred Arnold and his staff that the decision to include fuel injection in Brougham specifications or leave it off has not been made as of the date we write. Quite frankly, unless it shows a considerable margin of performance over the regular dual four-barrel carburetor engine, it will not be used. With orders on hand already double the first year's possible production, sales gimmicks for their own sakes are not needed.

Regardless of the type induction system

used, the Brougham powerplant will be essentially the same as the 365-cubic-inch, ohv V8 used in regular Cadillacs. The alternative to injection will be the twin four-barrel carburetors now optional on the Eldorado Seville and Biarritz. Standard transmission is, of course, the latest silky-smooth Hydra-Matic, mounted in its usual location directly behind the engine.

### Eldorado Brougham on the Road

No one other than Cadillac test engineers has driven the chassis equipped with the new air suspension system, so we cannot comment on the ride. The individual air cylinders at each wheel, however, can be factory tuned just like coil-spring shock-absorber combinations to give any kind of a ride. You can be sure, therefore, that Cadillac engineers aimed for their excellent combination of softness and roadability.

The central air source comes from a compressor driven by its own electric motor. Levelizing devices governed by a central "brain" keep the car level regardless of load distribution, but are not so overly active that they affect cornering. The latest type, air-suspended Greyhound bus is troubled with this problem. Watch one on a highly crowned road; the wheels will adjust so that the body stays level. Then when the driver pulls out to pass, compound lean sets in until the system catches up with the situation.

The unusual 1957 Cadillac X-shaped chassis was originally developed for the Brougham before being incorporated in regular production cars. The 126-inch wheelbase Brougham version is three inches shorter, but tread front and rear remains the same at 61 inches. It should be a very stable, compact design.

### Inside Your Eldorado Brougham

The Brougham's interior matches Eu-

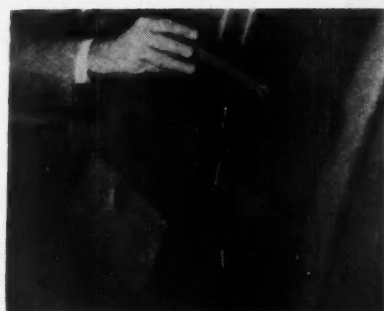
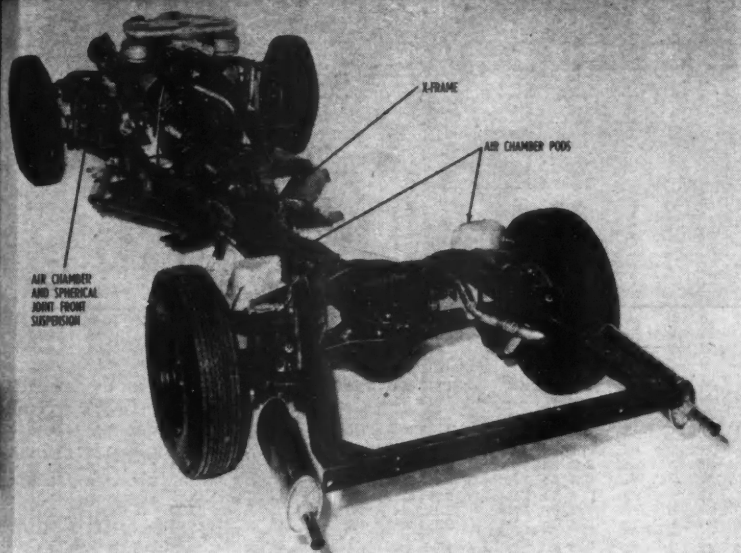
rope's most costly custom productions. Upholsteries ranging from all-leather to sedate and tailored broadcloths can be had in 40 variations. Mouton (a kind of furry lambskin) rugs are standard. Completely equipped vanity cases, front and rear, even contain a complimentary ounce of Arpège Extrait de Lanvin, a perfume in the Brougham price class.

Instruments are housed in a panel designed especially for the Brougham. Extra controls (all standard equipment) include a warning light for low air pressure in the suspension system, three knobs in the driver's door to operate a "memory" seat (see page 40 for Mercury's version), and buttons to control the electric door locks and the power-actuated trunk lid. An Autronic Eye mounted under the mirror is designed to give way under any kind of impact. Radio with front and rear speakers, an antenna that pops up and down when the set is turned on and off, and a combined heater, air-conditioning system are standard equipment. The heater includes two separate units mounted under the rear seat.

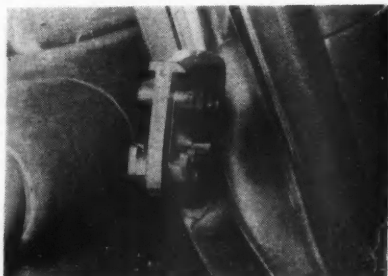
The Brougham is 3.5 inches lower than the already low standard Cadillacs, but headroom, both front and rear, is actually greater. Front seat legroom remains about the same, but suffers considerably in the rear from the shortened chassis. However, the rear seats are separate lounge chairs, for two people only. Much of the lost legroom can be made up by reclining at an angle. Entrance and exit is greatly facilitated by elimination of the usual seat-back height door post. This has been reduced to a stub on the Brougham with the doors locking against each other. The car cannot be started with either rear door open, and they are electrically locked whenever the car is in gear.

### Why Buy?

Ummh . . . why not?



REAR SEAT armrest has a built-in storage compartment.



STUB PILLAR and locking mechanism into which doors lock electrically.



PLUSH INTERIOR is set off by chrome-rimmed instruments, a combination mirror-Autronic Eye on the panel, and a radio speaker below the panel.



WE'VE SEEN these dual headlights so often now that they no longer look strange. Broughams in all states will feature them.



SET THE DIALS at position you desire the driver's seat and the "memory" selector automatically puts seat in that position.

SPECIAL! 1957 SHOW ISSUE!

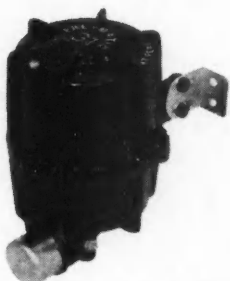


# '57 Specifications

| MAKE AND MODEL                      | Cylinder & Valve Arrangement | Engine            |                              |                   |                      |                   |                          |                              |                        |                        |              | Rear Axle Ratios |           | Dimensions                   |           |              | Steering Wheel Turns—Lock-to-Lock |               | Turning Circle—feet   | Standard Tire Size |      |       |         |
|-------------------------------------|------------------------------|-------------------|------------------------------|-------------------|----------------------|-------------------|--------------------------|------------------------------|------------------------|------------------------|--------------|------------------|-----------|------------------------------|-----------|--------------|-----------------------------------|---------------|-----------------------|--------------------|------|-------|---------|
|                                     |                              | Maximum Bhp @ rpm | Maximum Torque—lb.-ft. @ rpm | Bore & Stroke—in. | Displacement—cu. in. | Compression Ratio | Bhp/cu. in. Displacement | Carburetor—1, 2, or 4-barrel | Dual Exhausts Standard | Transmission Available | Conventional | Overdrive        | Automatic | Shipping Weight 4-door Sedan | Wheelbase | Widest Tread | Overall Length                    | Overall Width | Overall Height, Sedan |                    |      |       |         |
| Buick 48 Special.....               | V8 O                         | 250@4400          | 300@2400                     | 4.13x3.40         | 364                  | 8.0E              | .69                      | 2                            | No, X                  | C, A                   | 3.58         | —                | 3.07      | 4801                         | 122       | 60           | 208                               | 75            | 58                    | 5.00               | 4.00 | 43.20 | 7.10x15 |
| 60 Century.....                     | V8 O                         | 300@4800          | 400@3200                     | 4.13x3.40         | 364                  | 10.0              | .82                      | 4                            | No, X                  | A                      | —            | —                | 3.07      | 4156                         | 122       | 60           | 208                               | 75            | 59                    | —                  | 4.60 | 43.20 | 7.60x15 |
| 98 Super.....                       | V8 O                         | 300@4600          | 400@3200                     | 4.13x3.40         | 364                  | 10.0              | .82                      | 4                            | No, X                  | A                      | —            | —                | 3.07      | 4359                         | 128       | 61           | 215                               | 78            | 59                    | —                  | 4.00 | 44.50 | 7.60x15 |
| 78 Roadmaster.....                  | V8 O                         | 300@4600          | 400@3200                     | 4.13x3.40         | 364                  | 10.0              | .82                      | 4                            | Yes                    | A                      | —            | —                | 3.07      | 4469                         | 128       | 61           | 215                               | 78            | 59                    | —                  | 4.00 | 44.50 | 8.00x15 |
| Cadillac 62.....                    | V8 O                         | 300@4800          | 400@2800                     | 4.00x3.63         | 365                  | 10.0              | .82                      | 4                            | Yes                    | A                      | —            | —                | 3.07R     | 4395                         | 130       | 61           | 216                               | 80            | 58                    | —                  | 4.00 | NA    | 8.00x15 |
| 60.....                             | V8 O                         | 300@4800          | 400@2800                     | 4.00x3.63         | 365                  | 10.0              | .82                      | 4                            | Yes                    | A                      | —            | —                | 3.07R     | NA                           | 133       | 61           | 224                               | 80            | 59                    | —                  | 4.00 | NA    | 8.00x15 |
| 75.....                             | V8 O                         | 300@4800          | 400@2800                     | 4.00x3.63         | 365                  | 10.0              | .82                      | 4                            | Yes                    | A                      | —            | —                | 3.36R     | NA                           | 150       | 61           | 230                               | 80            | 52                    | —                  | 4.00 | NA    | 8.20x15 |
| Eldorado.....                       | V8 O                         | 300@4800P         | 400@2800P                    | 4.00x3.63         | 365                  | 10.0              | .82                      | 4P                           | Yes                    | A                      | —            | —                | 3.07R     | 4670                         | 130       | 61           | 222                               | 80            | 58                    | —                  | 4.00 | NA    | 8.20x15 |
| Chevrolet (265 cu. in. V8) (G)..... | V8 O                         | 162@4400          | 257@2400                     | 3.75x3.00         | 265                  | 9.0               | .61                      | 2                            | No                     | C, OD                  | 3.55         | 4.11             | —         | 3290                         | 115       | 59           | 200                               | 74            | 60                    | 5.34               | 5.34 | 41.50 | 7.50x14 |
| (283 cu. in. V8) (G).....           | V8 O                         | 185@4600          | 275@2400                     | 3.87x3.00         | 283                  | 8.5               | .65                      | 2                            | No                     | C, A, OD               | 3.55         | 4.11             | 3.36      | 3290                         | 115       | 59           | 200                               | 74            | 60                    | 5.34               | 5.34 | 41.50 | 7.50x14 |
| (303 cu. in. V8) (G).....           | V8 O                         | 220@4800          | 300@3000                     | 3.87x3.00         | 283                  | 9.5               | .78                      | 4                            | Yes                    | C, A, OD               | 3.55         | 4.11             | 3.36      | 3290                         | 115       | 59           | 200                               | 74            | 60                    | 5.34               | 5.34 | 41.50 | 7.50x14 |
| 60.....                             | O                            | 140@4200          | 210@2400                     | 3.56x3.94         | 236                  | 8.0               | .59                      | 1                            | No                     | C, A, OD               | 3.55         | 4.11             | 3.36      | 3300                         | 115       | 59           | 200                               | 74            | 60                    | 5.34               | 5.34 | 41.50 | 7.50x14 |
| Corvette (H).....                   | V8 O                         | 245@5000P         | 300@3000                     | 3.88x3.90         | 283                  | 9.5               | .87                      | 8J                           | Yes                    | C, A                   | 3.70R        | —                | 3.55      | NA                           | 182       | 59           | 169                               | 70            | 51                    | 3.90               | —    | 36.93 | 6.70x15 |
| W/Fuel Injection (H).....           | V8 O                         | 250@5000P         | 305@3800P                    | 3.88x3.90         | 283                  | 9.5               | .88                      | F                            | Yes                    | C, A                   | 3.70R        | —                | 3.55      | NA                           | 182       | 59           | 169                               | 70            | 51                    | 3.90               | —    | 36.93 | 6.70x15 |
| Chrysler Windsor.....               | V8 O                         | 265@4600P         | 365@2400P                    | 3.94x3.63         | 354                  | 9.25              | .80                      | 2B                           | No, X                  | C, A                   | 3.73         | —                | 3.18R     | 3995                         | 126       | 61           | 219                               | 79            | 57                    | 5.20               | 3.30 | 43.25 | 8.50x14 |
| Saratoga.....                       | V8 O                         | 295@4600          | 390@2800                     | 3.94x3.63         | 354                  | 9.25              | .83                      | 4                            | Yes                    | A                      | —            | —                | 3.18      | 4165                         | 126       | 61           | 219                               | 79            | 57                    | 5.20               | 3.30 | 43.25 | 8.50x14 |
| New Yorker.....                     | V8 O                         | 325@4600          | 430@2800                     | 4.00x3.90         | 392                  | 9.25              | .83                      | 4                            | Yes                    | A                      | —            | —                | 3.18R     | 4315                         | 126       | 61           | 219                               | 79            | 57                    | 5.20               | 3.30 | 43.25 | 8.50x14 |
| 300-C.....                          | V8 O                         | NA                | NA                           | NA                | NA                   | 9.25              | .84                      | 8J                           | Yes                    | C, A                   | —            | —                | 3.36R     | NA                           | 128       | 61           | 219                               | 79            | 55                    | 5.20               | 3.30 | 47.92 | 9.00x14 |
| Continental Mark II.....            | V8 O                         | 300@4800          | 415@3000                     | 4.00x3.66         | 368                  | 10.0              | .82                      | 4                            | Yes                    | A                      | —            | —                | 3.07      | 4797                         | 126       | 61           | 218                               | 78            | 56                    | —                  | 3.92 | 45.30 | 8.00x15 |
| DeSoto Firesweep.....               | V8 O                         | 245@4400P         | 320@2400P                    | 3.59x3.80         | 325                  | 8.5               | .75                      | 2B                           | No, X                  | C, A                   | 3.91         | —                | 3.54      | 3675                         | 122       | 61           | 216                               | 78            | 57                    | 4.80               | 3.40 | 43.75 | 8.00x14 |
| Firesweep.....                      | V8 O                         | 270@4600          | 350@2400                     | 3.78x3.80         | 341                  | 9.25              | .79                      | 2                            | No, X                  | C, A                   | 3.91         | —                | 3.36      | 3955                         | 126       | 61           | 218                               | 78            | 57                    | 5.20               | 3.30 | 45.25 | 8.50x14 |
| Fireflite.....                      | V8 O                         | 295@4600          | 375@2800                     | 3.78x3.80         | 341                  | 9.25              | .87                      | 4                            | No, X                  | C, A                   | —            | —                | 3.36      | 4025                         | 126       | 61           | 218                               | 78            | 57                    | 5.20               | 3.30 | 45.25 | 8.50x14 |
| Bodge Coronet V8 & Royal.....       | V8 O                         | 245@4400          | 320@2400                     | 3.69x3.80         | 325                  | 8.5               | .75                      | 2B                           | No, X                  | C, A                   | 3.73         | —                | 3.54R     | 3620                         | 122       | 61           | 212                               | 78            | 57                    | 4.80               | 3.40 | 43.75 | 7.50x14 |
| Coronet Royal.....                  | V8 O                         | 285@4500P         | 387@2400P                    | 3.75x3.80         | 325                  | 8.5               | .80                      | 4                            | No, X                  | C, A                   | 3.73         | —                | 3.36      | 3590                         | 122       | 61           | 212                               | 78            | 57                    | 4.80               | 3.40 | 43.75 | 8.00x14 |
| Coronet 6.....                      | V8 O                         | 138@4000          | 209@1600                     | 3.25x4.63         | 230                  | 8.0               | .60                      | 2                            | No                     | C, A                   | 3.90         | —                | 3.73      | 3470                         | 122       | 61           | 212                               | 78            | 57                    | 4.80               | 3.40 | 43.75 | 7.50x14 |
| D-500.....                          | V8 O                         | 245@4400P         | 345@2800P                    | 3.59x3.80         | 325                  | 8.5               | .88                      | 4P                           | Yes                    | NA                     | NA           | NA               | NA        | NA                           | NA        | NA           | NA                                | NA            | NA                    | NA                 | NA   | NA    | NA      |
| Ford Custom, Custom 300 (K).....    | V8 O                         | 190@4500*         | 270@2400                     | 3.62x3.30         | 272                  | 8.6               | .70                      | 2                            | No, X                  | C, A, OD               | 3.56         | 3.70             | 3.10      | 3472                         | 116       | 59           | 202                               | 77            | 57                    | 5.00               | 5.00 | 40.13 | 7.50x14 |
| Fairlane, Fairlane 500 (M).....     | V8 O                         | 265@4500P         | 297@2400P                    | 3.62x3.30         | 292                  | 9.1               | .71                      | 2                            | No, X                  | C, A, OD               | 3.56         | 3.70             | 3.10      | 3472                         | 116       | 59           | 202                               | 77            | 57                    | 5.00               | 5.00 | 40.13 | 7.50x14 |
| 6.....                              | O                            | 144@4200          | 212@2400                     | 3.62x3.68         | 223                  | 8.6               | .55                      | 1                            | No                     | C, A, OD               | 3.70         | 3.89             | 3.10      | 3472                         | 116       | 59           | 202                               | 77            | 57                    | 5.00               | 5.00 | 40.13 | 7.50x14 |
| Thunderbird.....                    | V8 O                         | 265@4500P         | 297@2400P                    | 3.75x3.30         | 292                  | 9.1               | .71                      | 2                            | Yes                    | C, A, OD               | 3.56         | 3.70             | 3.10      | 3145                         | 102       | 56           | 181                               | 73            | 52                    | 3.50               | 4.00 | 34.98 | 7.50x14 |
| Thunderbird Special.....            | V8 O                         | 245@4500          | 332@2600                     | 3.80x3.44         | 312                  | 9.7               | .79                      | 4                            | Yes                    | C, A, OD               | 3.56         | 3.70             | 3.10      | 3145                         | 102       | 56           | 181                               | 73            | 52                    | 3.50               | 4.00 | 34.98 | 7.50x14 |
| Hudson Hornet.....                  | V8 O                         | 255@4700          | 345@2600                     | 4.00x3.25         | 327                  | 9.0               | .78                      | 4                            | Yes                    | C, A, OD               | 4.10         | 4.10             | 3.15      | 3599                         | 121       | 61           | 209                               | 78            | 60                    | 4.50               | 3.75 | 42.00 | 8.00x14 |
| Imperial.....                       | V8 O                         | 325@4600          | 430@2800                     | 4.00x3.90         | 392                  | 9.25              | .83                      | 4                            | Yes                    | A                      | —            | —                | 3.18R     | 4675                         | 129       | 62           | 224                               | 81            | 57                    | —                  | 3.30 | 46.42 | 8.00x14 |
| Lincoln Capri & Premiere.....       | V8 O                         | 300@4800          | 415@3000                     | 4.00x3.66         | 368                  | 10.0              | .82                      | 4                            | Yes                    | A                      | —            | —                | 3.07R     | 4628                         | 126       | 60           | 225                               | 80            | 60                    | —                  | 3.30 | 45.54 | 8.00x14 |
| Mercury Monterey & Montclair.....   | V8 O                         | 255@4000          | 340@2600                     | 3.80x3.44         | 312                  | 9.7               | .82                      | 4                            | No, T                  | C, A, OD               | 3.70         | 3.89             | 2.91      | 3925                         | 122       | 58           | 211                               | 79            | 57                    | 5.00               | 5.00 | 43.32 | 8.00x14 |
| 6.....                              | V8 O                         | 290@4600          | 405@2800                     | 4.00x3.66         | 368                  | 10.0              | .79                      | 4                            | No                     | A                      | —            | —                | 2.91      | 3925                         | 122       | 58           | 211                               | 79            | 57                    | 5.00               | 5.00 | 43.32 | 8.00x14 |
| Metropolitan.....                   | 4 O                          | 52@4500           | 77@2500                      | 2.88x3.50         | 91                   | 7.2               | .57                      | 1                            | No                     | C                      | 4.30         | —                | —         | 1875                         | 85        | 45           | 150                               | 62            | 55                    | 2.66               | —    | 36.00 | 5.20x13 |
| Nash Ambassador.....                | V8 O                         | 225@4700          | 345@2800                     | 4.00x3.25         | 327                  | 9.0               | .78                      | 4                            | Yes                    | C, A, OD               | 4.10         | 4.10             | 3.15      | 3597                         | 121       | 61           | 209                               | 78            | 60                    | 4.50               | 3.75 | 42.00 | 8.00x14 |
| Oldsmobile 88.....                  | V8 O                         | 277@4400          | 400@2800                     | 4.00x3.69         | 371                  | 9.5               | .75                      | 4                            | No, X                  | C, A                   | 3.64         | —                | 3.23      | 4000                         | 122       | 59           | 208                               | 76            | 57                    | 4.75               | 4.00 | 42.00 | 8.50x14 |
| Super 88.....                       | V8 O                         | 277@4400          | 400@2800                     | 4.00x3.69         | 371                  | 9.5               | .75                      | 4                            | Yes                    | C, A                   | 3.64         | —                | 3.42      | 4049                         | 122       | 59           | 208                               | 76            | 57                    | 4.75               | 4.00 | 42.00 | 8.50x14 |
| Starfire 88.....                    | V8 O                         | 277@4400          | 400@2800                     | 4.00x3.69         | 371                  | 9.5               | .75                      | 4                            | Yes                    | A                      | —            | —                | 3.42      | 4347                         | 122       | 59           | 217                               | 76            | 57                    | 4.75               | 4.00 | 42.00 | 8.50x14 |
| Plymouth Plaza.....                 | V8 O                         | 197@4400          | 270@2400                     | 3.75x3.13         | 277                  | 8.0               | .71                      | 2                            | No, X                  | C, A, OD               | 3.54         | 3.91             | 3.54      | 3405                         | 118       | 61           | 205                               | 78            | 57                    | 4.30               | 3.40 | 42.42 | 7.50x14 |
| Savoy & Belvedere.....              | V8 O                         | 215@4400P         | 285@2800P                    | 3.91x3.13         | 301                  | 8.5               | .71                      | 2B                           | No, X                  | C, A, OD               | 3.54         | 3.91             | 3.54R     | 3475                         | 118       | 61           | 205                               | 78            | 57                    | 4.80               | 3.40 | 42.42 | 7.50x14 |
| 6.....                              | 6 L                          | 132@3600          | 205@1600                     | 3.25x4.63         | 230                  | 8.0               | .57                      | 1                            | No                     | C, A, OD               | 3.73         | 4.10             | 3.73      | 3268                         | 118       | 61           | 205                               | 78            | 57                    | 4.80               | 3.40 | 42.42 | 7.50x14 |
| Pontiac Chieftain (N).....          | V8 O                         | 227@4500P         | 333@2300P                    | 3.94x3.56         | 347                  | 8.5               | .65                      | 2                            | No, X                  | C                      | 3.42         | —                | —         | 3635                         | 122       | 59           | 207                               | 75            | 60                    | 5.06               | 4.25 | 42.50 | 7.50x14 |
| W/Hydromatic.....                   | V8 O                         | 252@4600          | 354@2400                     | 3.94x3.56         | 347                  | 10.0              | .73                      | 2                            | No, X                  | A                      | —            | —                | 3.08      | 3635                         | 122       | 59           | 207                               | 75            | 60                    | 5.06               | 4.25 | 42.50 | 7.50x14 |
| Super Chief (N).....                | V8 O                         | 252@4600P         | 354@2400P                    | 3.94x3.56         | 347                  | 10.0              | .73                      | 2P                           | No, X                  | C, A                   | 3.42         | —                | 3.08      | 3585                         | 122       | 59           | 207                               | 75            | 60                    | 5.06               | 4.25 | 42.50 | 8.00x14 |
| Star Chief (N).....                 | V8 O                         | 252@4600P         | 354@2400P                    | 3.94x3.56         | 347                  | 10.0              | .73                      | 2P                           | No, X                  | C, A                   | 3.42         | —                | 3.23      | 3635                         | 124       | 59           | 214                               | 75            | 60                    | 5.06               | 4.25 | 43.00 | 8.00x14 |
| Rambler V8.....                     | V8 O                         | 190@4900          | 240@2500                     | 3.50x3.25         | 250                  | 8.0               | .76                      | 2                            | Yes                    | C, A, OD               | 4.10         | 4.40             | 3.54      | 3179                         | 108       | 58           | 191                               | 71            | 58                    | 4.67               | 3.42 | 37.41 | 6.70x15 |
| 6.....                              | 6 O                          | 125@4200P         | 175@1600P                    | 3.13x4.25         | 196                  | 8.25              | .64                      | 1, 2X                        | No                     | C, A, OD               | 3.77         | 4.44R            | 3.31      | 2991                         | 108       | 58           | 191                               | 71            | 58                    | 4.67               | 3.42 | 37.41 | 6.40x15 |
| Studebaker Commander V8.....        | V8 O                         | 190@4500P         | 280@2800P                    | 3.56x3.25         | 259                  | 8.3               | .69                      | 2B                           | No                     | C, A, OD               | 3.54         | 3.92             | 3.31      | 3140                         | 117       | 57           | 202                               | 76            | 60                    | 4.50               | 4.25 | 39.50 | 6.70x15 |
| President.....                      | V8 O                         | 210@4500P         | 300@2800P                    | 3.56x3.63         | 289                  | 8.3               | .73                      | 2B                           | Yes                    | C, A, OD               | 3.54         | 3.92             | 3.31      | 3210                         | 117       | 57           | 201                               | 76            | 60                    | 4.50               | 4.25 | 39.50 | 6.70x15 |
| Classic.....                        | V8 O                         | 210@4500P         | 300@2800P                    | 3.56x3.63         | 289                  | 8.3               | .73                      | 2B                           | Yes                    | C, A, OD               | 3.54         | 3.92             | 3.31      | 3295                         | 121       | 57           | 206                               | 76            | 60                    | 4.50               | 4.25 | 41.00 | 7.10x15 |
| Silver Hawk V8.....                 | V8 O                         | 210@4500P         | 300@2800P                    | 3.56x3.63         | 289                  | 8.3               | .73                      | 2B                           | Yes                    | C, A, OD               | 3.54         | 3.92             | 3.31      | 3160                         | 121       | 57           | 204                               | 71            | 58                    | 4.50               | 4.25 | 41.00 | 6.70x15 |
| Champion.....                       | 6 L                          | 101@4000          | 152@1800                     | 3.80x4.38         | 186                  | 7.8               | .54                      | 1                            | No                     | C, A, OD               | 4.10         | 4.56             | 3.54      | 2835                         | 117       | 57           | 202                               | 76            | 60                    | 5.25               | 4.25 | 39.50 | 6.40x15 |
|                                     |                              |                   |                              |                   |                      |                   |                          |                              |                        |                        |              |                  |           |                              |           |              |                                   |               |                       |                    |      |       |         |

**ADD to your engine's life and BANISH cold start wear forever by PRE-LUBRICATING your engine with a**

## PRE-MATIC OILER



PRE-MATIC will instantly, and positively, lubricate your engine at the turn of the ignition key—insuring complete lubrication of all bearing surfaces a fraction of a second before your engine starts.

Easy to install—Automatic in operation. Model #31 fits all passenger cars.

— Only \$32.50 —

Ask for a demonstration at your dealers today, or write

## PRE-MATIC MFG. CO.

4605 N. E. 118th Ave., Portland 20, Ore.  
Phone: AL 4-4455

Dealer inquiries invited

**How many miles to the gallon are YOU getting?**



**MILEOMATIC®** tells you fast, simply, accurately . . . what you're getting for your gasoline dollar; which gas is best for your car; whether you really need new spark plugs or a tune-up. Flick the dial and read your gas mileage when you fill your tank. An automatic computer with a memory. Eliminates all paper work. Not a slide rule. A precision instrument of red, white & blue plastic, 4 3/4" diameter. Keep one handy in your glove compartment. They're popular gifts, too.

Send check or money order, today. **\$2.95 Ppd.**

**MILEOMATIC** P.O. Box 0657  
Hyattsville, Md.

## SUMAR SPEED EQUIPMENT

45 So. 12th St. P.O. Box 426

Phone: Lincoln 6111

TERRE HAUTE, INDIANA

## NEW . . . 1957 CATALOG

Illustrated, Action Photos, Printed in color. Bigger and Better than ever.

Send 25c for your copy NOW.

Ask for FREE decal.

## CREDIT . . .

where credit is due

**TO GO ALONG** with a special issue such as this one, an extra special effort is necessary by everyone concerned—the editorial, art, production, advertising, and circulation departments. Our personal thanks go to Don MacDonald for his compilation of reams of material (and who has since moved to sunny Florida for a life of free-lancing); to editorial staff members Pete Molson, Jim Potter, Paul Sorber, Joe Wherry (our new Detroit Editor), Ruth Yamazaki, and Jeryl Josephs; to the art staff of Al Isaacs, Bryce Gillespie, and Art Smith; to photographers Bob D'Olive, Al Palocz, and Colin Creitz; to production manager Yvonne Hull; and to the advertising staff of Jim Going, Joe Jaglois, Ben LaMaster, Al Benedict, Jack Preston, Dick Jones, and John Miller. It's now up to Circulation Director Gordon Behn.

The Editor

## 1957 AUTOMOBILE PRICES

Prices listed below are factory suggested retail (list) prices only, and do not include freight, handling, state, local taxes, licensing, and other local charges. Figures are those available as of press day.

### Buick

Buick Special Series: 4D sed., \$2379; 4D Riviera, \$2491; 2D conv., \$2683; 2D Riviera, \$2420; 2D sed., \$2319; 4D Estate Wagon, \$2739; 4D Riviera Estate Wagon, \$2851. Buick Century Series: 4D Riviera, \$3004; 2D conv., \$3231; 2D Riviera, \$2926; 4D Riviera Estate Wagon, \$3332. Buick Super Series: 4D Riviera, \$3303; 2D conv., \$3508; 2D Riviera, \$3168.

### Cadillac

Cadillac: 62 Coupe, \$4212; 62 sed., \$4309; Sedan de Ville, \$4752; conv., \$4787; Coupe de Ville, \$4622; Eldorado Biarritz, \$6648; Eldorado Seville, \$6648; 60 Special, \$5054; 75 Sedan, \$6714; 75 Imperial, \$6934.

### Chevrolet

Chevrolet Hardtops: Bel Air 2D, \$2064; Bel Air 4D, \$2125; 210 2D, \$1976; 210 4D, \$2037. Chevrolet Standard Sedans: Bel Air 2D, \$2008; Bel Air 4D, \$2056; 210 2D, \$1900; 210 Delray, \$1937; 210 4D, \$1948; 150 2D, \$1783; 150 4D, \$1831; 150 Utility, \$1680.

continued

## TREAT YOURSELF TO...

Winter Warmth by adding ion-20 Winter Cooling System Cleaner to your Anti-Freeze. Rejuvenate that old Sluggish Car Heater and Obtain Maximum Heat-giving Efficiency. Leave in Until Spring Drainout.

Price: Only \$3.00 per bottle.

## • E-Z DURO-GLAZE

Cleaner-Polish. Produces a very Durable Plastic Glaze Film. May be Applied Effortlessly in Sun or Shade with No Car Pre-Wash.

Price: Only \$2.00 per can.

Order Today or Send for Free Literature

## WONG LABORATORIES

3259T Madison Road, Cincinnati 9, Ohio

## ROLL BAR



Competition Proven (we rolled it). Does not interfere with top up. Easily removable, no holes to drill in frame or metal. All parts stronger than car.

**\$39.50 ea. M.G.**

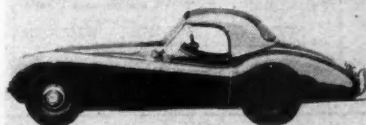
## WATSON ENGINEERING

4965 Columbia Pike, Arlington, Virginia

## CHROME NAMES

Script style 1 piece flexible rustproof brass (heavy chrome plated). Fits curved surface or flat. 3/4" high—10 letters approx. 8" long—up to 8—\$3.50, pr. \$6.00—9 up—\$5.00, pr. \$9.00—Attach fender, dash, trunk, etc., permanent or removable. Caps or small. Print plainly. Cash, check or MO. No COD's. VIC STRATTON—PO BOX 1, Packanack Lake, N.J. GUARANTEED Satisfaction

## REMOVABLE PLASTIC TOPS



**MG (A) (T.D.) (T.F.) • JAG CORVETTE ('54, '55, '56) PORSCHE • HEALEY MERCEDES-BENZ TRIUMPH TR-2 TR-3**

Color choice of cloth headlining material (no flock). Large wrap-around rear windows. Chrome hardware. Stainless-Steel rain gutters. Easily installed or removed (one minute). Painted or primed. Call your dealer to see one on display or order direct. \$159 plus tax.

## PLASTICON

9721 Klingerman El Monte, Calif. Forrest 0-0519  
country's largest mfg. of plastic tops

MOTOR TREND/JANUARY 1957 61

# 1957 EDITIONS OF THESE TWO FABULOUS TREND BOOKS ON NEWSSTANDS NOW!



## HOT ROD ANNUAL

The outstanding hot rod handbook of the year; 1957 edition brings you new facts, new photos, new practical and down-to-earth construction details written by the experts and compiled by J.E. Potter and George Barrio—FEATURING:

|                                |  |
|--------------------------------|--|
| LAKESTERS & DRAGSTERS          | a pictorial section with full photo construction details   |
| ROADSTERS & COMPETITION COUPES | photo-pictorial on these increasingly prominent types of cars  |
| HOW-TO-DO-IT'S FOR HOT RODDERS | photo-construction details on 13 specific frame and body modifications for hot rods  |
| BUILDING A COMPETITION COUPE   | complete construction details & photos giving step-by-step procedures from building the frame, body modifications to photos of completed car |
| PAINTING                       | Same painting and the latest cross-stripping   |
| NEWEST IN ENGINE HOT RODDING   | the latest innovations on the newest engines   |



## CUSTOM CARS ANNUAL

Topping anything published before, this collection of fabulous custom creations and step-by-step photo stories on how they are built will make this latest How-To-Do-It book the greatest you've ever read on the subject of styling—FOR EXAMPLE:

- ✓ How to make your own shaded headlights, hood scoops, bumper exhausts and many other popular custom features. You'll find it in this new book—if it's about customs!
- ✓ Hundreds of pictures of beautiful custom creations, beginning with "Ten of the Best," top prize-winning customs for the year. The greatest roundup of customs ever presented, from the bizarre and spectacular to the smoothies that help create Detroit styling trends.
- ✓ Glamourized pickups; snappy customized station wagons; all about the latest custom craze—stripping.

TREND BOOKS  
1959 Hollywood Blvd., Los Angeles 28, Calif.

I am enclosing \$\_\_\_\_\_ (\$1.85 each (no cover postage, etc.))

Please send me: ☐ 1957 HOT ROD ANNUAL ☐ 1957 CUSTOM CARS ANNUAL

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

ONLY 75¢ ON NEWSSTANDS NOW!

or mail your order today!

EUROPE  
VIA



**VOLKSWAGEN**

No. 1 car in Europe . . U.S. sales,\* too.

\*1st in imported car sales, of course.

So many travelers have been buying VOLKSWAGENS to tour Europe that we suggest you place your orders for overseas deliveries at least ten weeks in advance of your arrival abroad.

**World Wide Automobiles Corp.**

49-12 Newtown Road, Long Island City 3, N. Y.

RAcenswood 6-0800

Write or call Dept. MT-17 for further details.

- economical—low gas consumption
- room for 4 adults—and luggage
- V.W. service—anywhere
- high resale value
- models for every need—even an 8-passenger Transporter for large families and groups

**\$1127**

del. in Germany.

Other European cities slightly higher. (\$1495 del. New York)



continued

## DeSoto

DeSoto Fire-dome: 4D Sedan, \$2636; 2D Sportsman, \$2754; 4D Sportsman, \$2807; Convertible Coupe, \$3011. DeSoto Firesweep: 4D Sed., \$2479; 2D Sportsman, \$2533; 4D Sportsman, \$2604. DeSoto Fire-Rite: 4D Sedan, \$3123; 2D Sportsman, \$3241; 4D Sportsman, \$3294; Conv. Coupe, \$3498.

## Dodge

Coronet Six: Club Sed., \$2124; 4D Sed., \$2199. Coronet V8: 4D Sed., \$2299; Club Sed., \$2224; Lancer 4D, \$2398; Lancer, \$2352; Conv., \$2562. Royal V8: 4D Sed., \$2428; Lancer 4D, \$2527; Lancer, \$2481. Custom Royal V8: 4D Sed., \$2569; Lancer 4D, \$2668; Lancer, \$2622; Conv., \$2832.

## Hudson

Hudson Hornet V8: Super 4D Sed., \$2520; Super 2D Hollywood hardtop, \$2604; Custom 4D sed., \$2697; Custom 2D Hollywood hardtop, \$2781.

## Metropolitan

Prices listed for Metropolitan are f.o.b. coastal part of entry retail (list) prices, and do not include state and local taxes, freight, handling, licensing, and other local charges.

Metropolitan: Hardtop, \$1407; Conv., \$1429.

## Nash

Nash Ambassador V8: Super 4D sed., \$2520; Custom 4D sed., \$2697; Super country club sed., \$2604; Custom 2D country club sed., \$2781.

## Oldsmobile

Oldsmobile 88: 2D sed., \$2439; 4D sed., \$2499; Holiday coupe, \$2552; Holiday sed., \$2624; Conv. coupe, \$2856; Fiesta sed. wagon, \$2875; Fiesta hardtop wagon, \$2978. Oldsmobile Super 88 Series: 2D sed., \$2648; 4D sed., \$2706; Holiday coupe, \$2845; Holiday sedan, \$2917; Conv. coupe, \$3093; Fiesta hardtop wagon, \$3181. Oldsmobile 98 Series: 4D sed., \$3350; Holiday coupe, \$3532; Holiday sed., \$3603; Conv. coupe, \$3792.

## Plymouth

Plymouth Plaza: 4D sed., \$1849; 2D sed., \$1806; Business coupe, \$1704. Plymouth Savoy: 4D sed., \$1978; 2D sed., \$1935; 2D hardtop, \$2011. Plymouth Belvedere: 4D sed., \$2086; 2D sed., \$2043; 2D hardtop, \$2122; 4D hardtop, \$2187.

## Rambler

Rambler Six: Deluxe 4D sed., \$1757; Super 4D sed., \$1890; Super 4D hardtop sed., \$1969; Super 4D cross country wagon, \$2158; Custom 4D sed., \$1974; 4D cross country wagon, \$2242. Rambler V8: Super 4D cross country wagon, \$2279; Custom 4D sed., \$2095; Custom 4D hardtop sed., \$2174; Custom 4D cross country wagon, \$2363; Custom 4D hardtop cross country wagon, \$2442.

## Studebaker

Studebaker Sedans: Champion Six custom 2D, \$1823; President Classic V8 4D, \$2314; Pelham Six wagon, \$2176; Broadmoor V8 4D wagon, \$2433. Studebaker Hawks: Silver Hawk Six, \$1954; Silver Hawk V8, \$2059; Golden Hawk V8, \$2912.



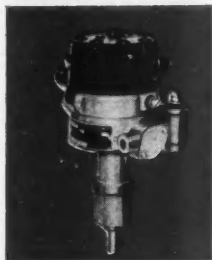
*"... to make the Dual Ghia perform as good as it looks we chose the Mallory Ignition System as original equipment."*



*Paul Toranzo*  
Vice President in Charge of Engineering  
Dual—Motors Corporation



MALLORY  
MAGSPARK  
TRANSFORMER



MALLORY  
DUAL-POINT  
DISTRIBUTOR



MALLORY  
VOLTMASTER  
COILS

The Dual Ghia is truly an elegant custom car created for a limited few who place a value on material things far above mere price. It is of great satisfaction to know that such a masterpiece, built to a single standard of uncompromising excellence—and, the most modestly priced cars, both prefer the Mallory Ignition System.

This has built an enviable Mallory reputation of superiority in performance, dependability, economy, and serviceability never before known in the field of ignitions.

Surprisingly though, owning a Mallory system is not an expensive proposition.

It is increasingly apparent that the many advantages you enjoy by having a Mallory Ignition System installed costs no more—over the miles—than many systems that cost far, far less.

*Let the Mallory Dealer in your locality prove it!*

**Mallory**  
*M. Mallory*

**ELECTRIC CORPORATION**

12416 CLOVERDALE AVENUE • DETROIT 4, MICHIGAN

**M**OST STEADY READERS of "Classic Comments" are familiar with the stranger-than-fiction story of the Chrysler LeBaron. They know that in the early Thirties the Chrysler Corp. needed a prestige car to compete with Duesenberg, Marmon, and the many multi-cylinder products of prestige car builders. The Chrysler LeBaron gave them that element of prestige.

It is generally conceded that the Chrysler LeBaron was patterned after the Duesenberg. The LeBaron bodies fitted to the Chrysler and Duesenberg chassis were almost identical in construction and appearance. The major changes were in the grilles, yet even here the similarity is really remarkable.

I knew it would be a tremendous task to be truly objective in writing a Description of a personally owned car. To avoid being subjective I garaged it for a period of three months prior to its test. After this lapse of time it was much the same as driving any strange car owned by someone else.

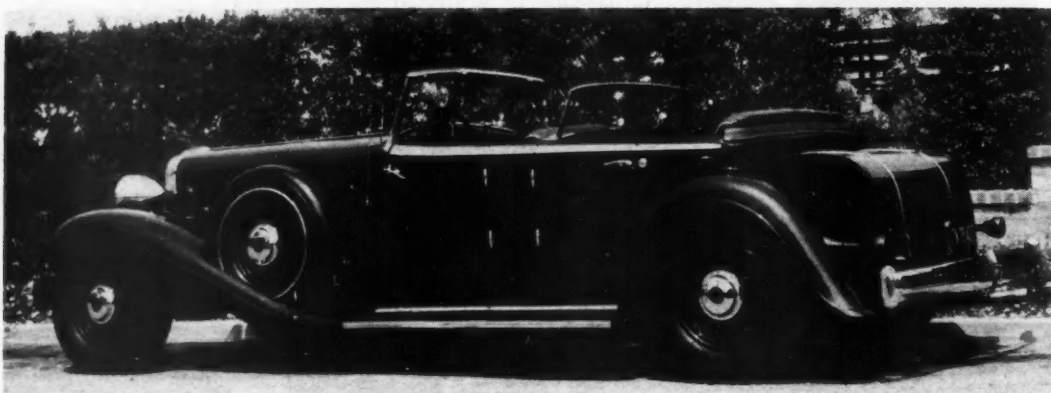
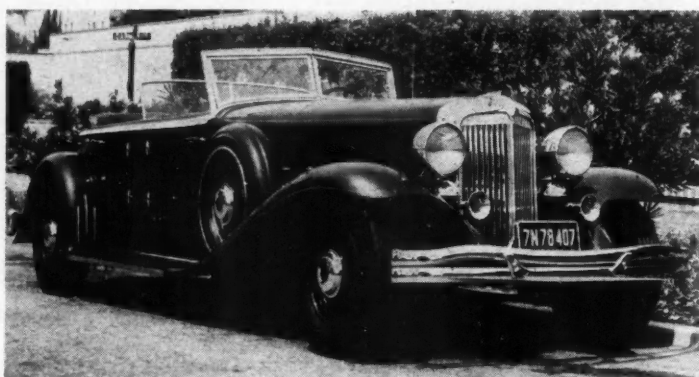
It is difficult to find any classic which is completely original today and the Chrysler LeBaron is no exception. The rear bumper is Packard, carburetor and universal joints are Packard, and the original top is stored neatly in the garage. It is a simple matter to install it, but feeling that the top detracts from the smooth-flowing



## CLASSIC COMMENTS

by Robert J. Gottlieb Classic Car Editor

**"In the early Thirties, the Chrysler Corporation needed a prestige car to compete with Duesenberg and Marmon . . . The Chrysler LeBaron gave them that element of prestige."**



lines, I have not installed it for a period of nine years. Overall appearance is outstanding but because appearance is a matter of opinion, the readers may judge that for themselves. Construction, too, is outstanding. There is little to differentiate between Duesenberg body construction and Chrysler LeBaron body construction.

In the chassis department the wheelbase is 145 inches and the car weighs 5065 pounds. It features hydraulic brakes, Floating Power and a 4.10 to 1 rear axle ratio. The engine is an L-type straight eight with 3.5-inch bore, five-inch stroke, 5 to 1 compression ratio and total displacement of 384.84 cubic inches. Maximum horsepower is 125 at 3200 rpm.

The crankshaft is held rigidly by nine main bearings while six bearings keep the

camshaft in line. Naturally, it was always the biggest and best Chrysler engine that was used in the LeBaron.

The car in the photos is a 1932 model (production was discontinued with the '33 model) which registered 88,101 miles on the odometer at the time it was driven. It has never been rebored, still has the factory rings, its major work consisting of numerous valve grinds. The main mechanical defect in the car results from too tight a fit between the valve guides and the valve stems. Valves hang up frequently and the only solution is to remove the valves, ream the valve guides, grind the valves and button it up until the next time they stick.

The doors open and close with the characteristic classic thud. Sliding behind the

steering wheel you are immediately impressed by the extremely long hood and the body design which permits the driver to see all fenders except the right front without changing position. The seats are comfortable—neither too firm nor too soft. You sit erect, well away from the large steering wheel, and you sit high . . . you feel as if you are seated on the rear axle, but you are not. If your feet don't reach the pedals you can adjust the front seat by means of a crank which cannot be operated while you are seated in the car. Compared to other classics built during the early Thirties you are seated very low. Compared to the low-slung modern products, you are seated very high.

Turn the key, depress the starter pedal (which is located just to the right of the

## Fairthorpe ELECTRON

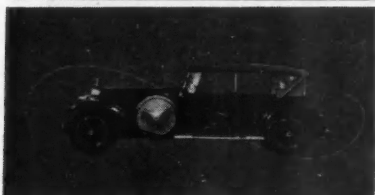


### Britain's smartest sports car!

This new 2-seat roadster has a distinctively-styled Fiberglass body and 84 hp Coventry Climax Engine for maximum performance.

See your local dealer, or write for complete information to:

**PAUL POLLARD & ASSOC.**  
3365 Perlita Ave. Los Angeles, Calif.



1923 ROLLS ROYCE "SILVER GHOST"

### ROLLS-ROYCE COLOR PRINT

An elegant new rendering in four colors of the greatest classic of them all, by famed automotive stylist Alexis de Sakhnoffsky. For library, den, office, playroom, or album. Available as a single print. Framing size 10½" x 15½". Send \$3.75 check or m.o. to

### ARTHUR G. RIPPEY

2525 E. Exposition Ave., Denver 9, Colorado

(Also available: 1923 American-LaFrance fire engine \$3.75; and Portfolio #1 by de Sakhnoffsky with 4 four-color prints of 1906 Ford, 1913 Henderson, 1953 Mercedes-Benz, 1954 Bentley, \$10.50)

### TORQUE SPECIFICATIONS

for over 72 makes and more than 700 models of automobiles, US and Foreign, trucks, tractors, outboards, motorcycles, diesel, aircraft, marine and small aircooled engines. SPARK PLUG, WHEEL BEARING, VALVE SPRING DATA and many helpful torque tips.

Plus handy torque chart for all screws No. 4 to and including large 2 inch bolts. 31 pages of factory approved information.

Send 25 cents to

### TORQUE WRENCH

335 W. First St., Elmhurst, Illinois



**\$2.49 (ppd.)** Set of 4 and 2 Keys  
Contact your Dealer, or, send Cash or Money Order.

**KEY KAP CO.**  
Dayton 2, Ohio

accelerator) and the engine roars into life. Low gear seems to be just a little too low, second gear seems to be just a little too high, but in third gear the car comes into its own. Most Chrysler LeBarons were equipped with four-speed gearboxes. They were troublesome and featured a compound low gear which was seldom used. This car was equipped by the factory with a three-speed gearbox.

On the highway the most notable asset is the lack of rattles in the body. Sturdy construction eliminates expected movement of the main body panels. As is the case in any well designed classic, low speed torque is quite amazing. You can drive in high gear from three miles per hour to 90 mph and the engine performs without stress or strain.

A vacuum-operated clutch permits the driver to rest his left foot completely. As if operated by a magic brain the clutch depresses and pops out smoothly at just the right moments. The driver has only to move the gearshift from one position to another.

The transmission also incorporates free wheeling. In operation the car coasts in all gears when the accelerator is not depressed. Theoretically this results in a great saving of gasoline but the weight of the car without benefit of engine compression is almost too much for the power-assisted brakes. You just don't feel safe when the car is free wheeling, whether in city traffic or on the highway.

The ride is surprisingly choppy for such a long wheelbase, but overall the car handles like a sports car. Even in the sharpest turns there is a minimum of body lean and unusually good weight distribution results in a minimum of tire squeal.

The most noticeable defect is the tendency of the car to understeer. Understeer characteristics are so great that it takes many miles of driving before you can safely enter a sharp curve at high speed. Until you are aware of these steering characteristics you can easily find yourself in a peck of trouble.

Acceleration is not outstanding. It is average for classics built during the early Thirties, but not on a par with average acceleration of classics built during the middle or late Thirties. The brakes are adequate at all times except when the car is in free wheeling. Because they are power-assisted a minimum of foot pressure is required.

Mechanical simplicity is keynoted throughout the car. Established mechanical design can best be described as dependable in operation and not outstanding in performance. The instrument board consists of six round dials mounted on a machined panel. They comprise a water temperature gauge, gasoline gauge, speedometer, clock, ammeter and a combination fuel and oil level gauge. Air vents for both passenger and driver are provided. For the benefit of those in the tonneau a dual cowl and adjustable

continued

# Free



Check  
Your  
Mechanical  
Ability  
NOW!

## Are YOU

### Mechanically Inclined? Find Out...FOR SURE!

Just mail the coupon below . . . TODAY. We'll send you FREE the actual FIRST LESSON of our Shop Method Home Training in Auto Mechanics and Diesel . . . with all the facts about this up-to-date course. You study this FIRST LESSON, complete the exam . . . and send it in for grading. Your effort will be carefully evaluated. It will be returned to you promptly . . . and will show you if you qualify for a career in this big, active industry.

WE GIVE YOU THIS IMPORTANT SERVICE WITHOUT COST OR OBLIGATION.

Is there a good future for you in Auto Mechanics? This check-up will give you the answer . . . It costs you nothing to find out. Mail the coupon . . . NOW!

Approved for GI Training

### NATIONAL SCHOOLS

LOS ANGELES 37, California

CANADIANS: Write to

811 W. Hastings St., Vancouver, B.C.

### NATIONAL SCHOOLS

TECHNICAL TRADE TRAINING SINCE 1905  
LOS ANGELES 37, CALIFORNIA

NATIONAL SCHOOLS, Dept DW-17

MAIL NOW TO OFFICE NEAREST YOU

4000 S. FIGUEROA ST. OR 187 N. LA SALLE ST.

LOS ANGELES 37, CALIF. OR CHICAGO 1, ILL.

Send for FREE Auto-Diesel Opportunity Book and Sample Lesson.

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

VETERANS: Give Date of Discharge \_\_\_\_\_





## FAILURE-PROOF IGNITION

Enjoy the LUXURY of owning DSM Ignition:

- Quicker Acceleration
- Higher Sustained Top Speeds
- Smoother Idle
- Longer Spark Plug Life
- Better Gasoline Mileage
- Longer Contact Point Life
- Easier All-weather Starting

NO OTHER COIL IN THE WORLD HAS THESE SEVEN FEATURES TO OFFER:

- Internal Primary
- Two Secondary Windings
- Swedes Iron Wire Core
- Bakelite Case
- Variable Resistance Unit
- Water and Moisture Proof
- Pressure Seal High Tension Terminal

DSM Coils are UNIVERSAL and fit ALL CARS—TRUCKS—BUSES—MARINE and STATIONARY engines. Available through your favorite supplier for 6 or 12 volt systems.

**NOW AVAILABLE:**  
Complete DSM Ignition:  
COILS—CONDENSERS—DUAL POINTS

Free literature upon request

## DSM ELECTRIC COMPANY

6209 Hamilton, Detroit 2, Michigan  
Jobber Inquiries invited

## CLASSIC COMMENTS

continued

armrest are provided. In each door a compartment is built into the upholstery for storage of tools, maps, cosmetics, etc. The door compartments in front are equipped with locks, those in the rear with flaps. Abundance of luggage space is provided by the over-sized rear trunk.

The Chrysler LeBaron is a rare classic. Approximately 400 were manufactured from 1931 to 1933. Included in the figure of 400 are coupes, convertible coupes, roadsters, phaetons and convertible sedans. For some unknown reason a very large number of roadsters and convertible coupes can still be found. The coupes, phaetons and convertible sedans are as rare as the proverbial hen's teeth.

The feature car was completely restored in 1948 and has been driven with fair regularity until the present time. It is a good example of another general rule that proper restoration, though initially more expensive, is less expensive in the long run. After nine years the paint and plating still look new. The rather costly tires are still in good condition. The car presents a good overall appearance, though many enthusiasts deplore the lack of a top. If anyone wishes to try and change my mind, visiting days are Saturday and Sunday.

**STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF MOTOR TREND, published monthly at Los Angeles, Calif. for Oct. 1, 1956.**

1. The names and addresses of the publisher, editor, and business managers are:

Publisher: R. E. Petersen, 5959 Hollywood Blvd., Los Angeles, Calif.  
Editor: Walter A. Woron, 5959 Hollywood Blvd., Los Angeles, Calif.

Managing Editor: Pete Molson, 5959 Hollywood Blvd., Los Angeles, Calif.

Business Manager: T. A. Johnson, 5959 Hollywood Blvd., Los Angeles, Calif.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Petersen Publishing Co., 5959 Hollywood Blvd., Los Angeles, Calif.

R. E. Petersen, 5959 Hollywood Blvd., Los Angeles, Calif.

3. The known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)  
None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

T. A. JOHNSON  
Business Manager

Sworn to and subscribed before me this 18th day of September, 1956.

J. A. THOMPSON  
(SEAL) (My commission expires May 24, 1958.)

## Get into Good Paying AUTO BODY and FENDER WORK



Big demand in Auto Body and Fender work. Start training now spare time at home for good pay work. Practical shop experience included. U.E.I. Training covers metal work, welding, painting, etc. Placement service—or we will show you how to start your own shop. Behind U.E.I. TRAINING is a large national organization founded 1927. Write today for FREE facts—no obligation.

MAIL NOW  
FOR FACTS

Auto-Crafts Div., UTILITIES ENGINEERING INSTITUTE  
2323 Sheffield Ave., XAN-38, Chicago 14, Ill.

O.K.! Rush Full Facts

Name..... Age.....

Address.....

City..... Zone..... State.....

☐ Check here for information if you are under 17.



## FIAT 1100 TV

Hand built completely custom by Pinin Farina in Italy in his own factory. 50 HP. Four speed, dual throat carb. 14" whitewalls, heater, undercoated, 1650 lbs. \$3,295.00, duty paid, to any point of entry in U.S. or from stock in Seattle, Wash.  
N. Delaloye, 814 Lakeside South, Seattle, Wash.

## McBar Adaptor Housings

MODEL ENGINE TO TRANSMISSION

- CF-52—Cad and Olds to '52-54 Ford & Merc
- CF-50—Cad and Olds to '49-51 Ford & Merc
- CF-40—Cad and Olds to '32-48 Ford & Merc, Lincoln, Ford pick-up and 1½ ton truck
- 52-LF-52—Lincoln OHV to '52-54 Ford & Merc
- 52-LF-50—Lincoln OHV to '49-51 Ford & Merc
- 52-LF-40—Lincoln OHV to '32-48 Ford & Merc
- LF-40—'49-51 Lin. FH to '32-48 Ford-Merc-Line, etc.
- CRF-52—'51-53 Chrysler V8 to '52-53 Ford & Merc
- CRF-50—'51-53 Chrysler V8 to '49-51 Ford & Merc
- CRF-40—'51-53 Chrysler to '32-48 Ford & Merc
- CSM—Cad & Olds to '53-54 Stude manual transmission
- CSA—Cad & Olds to Stude automatic transmission

FREE CATALOG—CUSTOM INSTALLATION

inquiry invited. Proper clutch recommendations

McBar Machine Shop, Inc.

65 N. Miami St., Peru, Ind., Phone 5155 or 6200

## Don't Wet Car To Wash It . . .

Hear neighbors ask how you keep your car so shiny clean! Wipe off DRY on nice days with \$2 KozaK Auto DRY Wash Cloth. Takes only minutes. Hose-wash only 2-3 times year if at all. KozaK safely wipes even dirtiest cars to proud beauty, higher trade-ins. Used for 30 years by over 10 million careful buyers like Cadillac owners. Guaranteed safe, easy, or money back. Let \$2 return you fifty in car-wash savings! Sold direct to you. Mail coupon now.

The Original

**KozaK**  
Auto DRY Wash

782 S. Lyon St.  
Batavia, N. Y.

Please send me postpaid at once:

REG. \$3 KozaKs (millions use them) Super \$3 KozaKs (lasts four times longer)

☐ 1 for \$2 ☐ 1 for \$3

☐ SPECIAL INTRODUCTORY OFFER

2 Reg. (\$4) plus 1 Super (\$3) — \$7 value — \$5.00

☐ Cash ☐ Offer limited to Continental U.S.A. ☐ Check  
"made by people you can depend on to do the right thing" ©



Say "CHARGE IT" for...

FOOD • DRINKS • ENTERTAINMENT  
HOTEL ACCOMMODATIONS  
PACKAGE LIQUORS • FLOWERS • GIFTS

Auto rentals through  
HERTZ RENT-A-CAR

Motel service through  
CONGRESS OF MOTOR HOTELS

Liquor gifts through  
BEVERAGE GIFT SERVICE

Your Credit is good  
wherever you go  
**AS A MEMBER OF THE**

# Diners' CLUB

YOU WILL HAVE 5,000 CHARGE ACCOUNTS and immediate, unquestioned credit at the finest establishments throughout the world. When the bill is presented, you just sign it—that's all.

You get only **one** monthly statement. It will include all your charges—one check pays everything. This invaluable record **for tax and book-**

**keeping purposes** makes it impossible to forget any legitimate business expenses.

YOU WILL ENJOY THE PRESTIGE AND CONVENIENCE CLAIMED BY NEARLY 300,000 DINERS' CLUB MEMBERS. You eliminate expense account headaches, petty cash nuisances, the need to carry large sums of cash. Replaces dozens of individual credit cards, too.

YOU PAY ONLY \$5 YEARLY and this modest fee covers membership cost of your entire family, entire firm or sales force; all of whom may have and use their own personalized DINERS' CLUB Credit Cards.



**AS EASY TO  
USE AS YOUR  
OIL COMPANY  
CREDIT CARD**

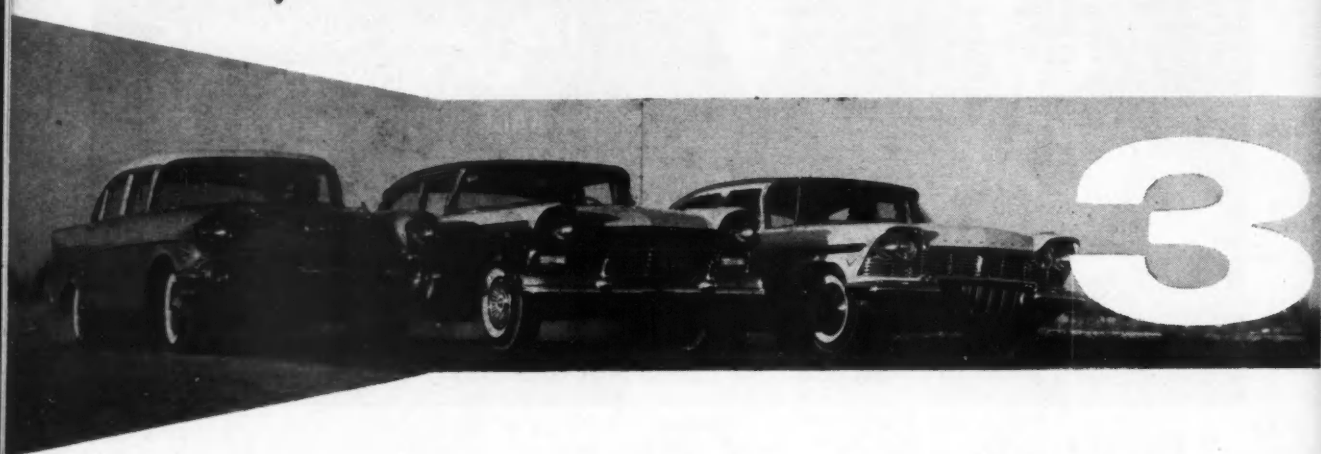
This handy wallet-size credit card will be your directory to member establishments in every key city and resort area in the United States, Canada, Mexico, Cuba, Brazil, West Indies, British Isles, France, Italy, Germany, Spain, Switzerland, Australia—in fact, nearly every corner of the world.

## THIS IS YOUR APPLICATION

|   |  |  |  |
|---|--|--|--|
| Full Name _____   |  | FOR OFFICE USE   |  |
| Home Address _____  |  | City _____ State _____   |  |
| Home Phone _____  |  | Rent Home _____ Own Home _____ Years _____   |  |
| Company Name _____  |  | Nature of Business _____   |  |
| Address _____   |  | City _____ State _____   |  |
| Business Phone _____  |  | Years with above firm _____ Position _____   |  |
| Bank _____  |  | Branch _____   |  |
| Charge accounts at _____  |  | Regular <input type="checkbox"/><br>Special <input type="checkbox"/><br>Savings <input type="checkbox"/> |  |
| Have you applied previously? _____ if addition to existing account, show number _____   |  |  |  |
| <b>CHECK ONE ONLY</b> <input checked="" type="checkbox"/> COMPANY ACCOUNT <input type="checkbox"/> PERSONAL ACCOUNT <input type="checkbox"/> PERSONAL ACCOUNT |  |  |  |
| Bill to office address <input type="checkbox"/>   |  | Bill to office address <input type="checkbox"/>  |  |
| Bill to home address <input type="checkbox"/>   |  | Bill to home address <input type="checkbox"/>  |  |
| \$5.00 membership fee for twelve months: Enclosed <input type="checkbox"/> Bill me <input type="checkbox"/>   |  |  |  |
| (INCLUDES DINERS' CLUB NEWS, 1 YR. SUBSCRIPTION SIXTY CENTS)  |  |  |  |
| Card holder assumes individual responsibility with company applicant  |  |  |  |
| Signature of individual applicant _____   |  |  |  |
| Signature of executive authorizing company account _____ Title _____  |  |  |  |

10-LA-MT-4

**MAIL TODAY to The Diners' Club** 910 N. LA CIENEGA BOULEVARD, LOS ANGELES 46, CALIFORNIA



Buyers of the lowest-priced "Big Three" made 56 out of every 100 new-car purchases last year. The remaining 16 makes divided the other 44 per cent among them.

You can choose, within any Big Three make, from a variety of engines, power equipment on those engines, transmissions, bodies, interior and exterior trim, and accessories—

or lack of them—that is unequalled in the high-priced lines. You'll also get handling that beats most big cars, whether on the highway or nosing into a tight parking slot.

But it'll be hard to make up your mind this year as to which of the Big Three is best. On these pages are our road tests, so now it's your move.

an MT Research Report by Pete Molson

## CHEVROLET ROAD TEST

**T**HE ONLY ONE of the Big Three to resist a complete body change is Chevrolet, and it is by far the best equipped of the lowest priced group to do so. With a more than comfortable '56 sales lead over Ford and an unbroken record of winning every sales race for more than 20 years, Chevy can complacently count on coming out ahead once more in '57.

There are many changes in the new Chevrolet, and most of them seem aimed at making the even hotter one hotter yet.

The test car, a Bel Air four-door hardtop, had a fresh look when compared with its year-old counterpart. What it may have lost in identity as a Chevrolet, it has gained in resemblance to Buick and Olds at the front and to Cadillac at the rear. Not a few Chevy fanciers will consider this similarity highly desirable.

Like many first-off-the-line cars, ours had an odd combination of equipment. The engine was the hottest of Chevy's non-fuel-injected varieties, putting out 270 horsepower and using two four-barrel carburetors, solid valve lifters, and the hot cam. Curiously coupled with this was Powerglide. Either Turboglide (not available on the earliest cars, which we were forced to choose from) or a manual shift would have given us better times in the acceleration runs. Further checks will be made later in the year with cars better broken-in, as well as more logically equipped. Important variations will be reported to you.

The test car had neither power brakes nor power steering.

How would you expect this particular Chevrolet to stack up to some of the other performance combinations available in the line? This is the hottest carburetor engine; compared with

the 250-horsepower FI powerplant, or any of the other carburetor-equipped choices, this engine should give more go and less economy. Comparing Powerglide with other transmissions, it doesn't give the acceleration you'll get from the new Turboglide or from a stick shift. The stick shift has better economy than either automatic, and Turboglide's fuel mileage shouldn't differ much from that of Powerglide if you drive conservatively. That, by the way, will be hard to do.

### Will It Be Best-Handling Car Again in '57?

It doesn't look that way. Retaining its ball-joint front suspension, Chevrolet has cancelled out some of its advantages by going to a somewhat softer ride, with resultant greater lean on corners, and less confidence for the driver. There is no question that the car looks and feels bigger, and we can't blame Chevy for giving in to the buying public's apparent feelings in the matter. Personally, we prefer the taut feel of the '56.

The non-power steering is easy. Except in parking, the GM power steering really isn't needed except for someone whose physical condition demands it. Chevy retains its high-mounted wheel and most drivers will sit high, as in the Ford.

The instruments are newly mounted in a higher position, the cowl itself having been dropped slightly to give a newer look. (Unfortunately this made it necessary to move the fresh-air intake back to the front of the car. The "new" grilles around the headlights for this purpose are in a position that has been generally discredited because of exhaust fumes in close traffic.)

Vision is good and, we're glad to say, undistorted. An ex-



ception is the rear-view mirror, now cowl mounted. It blocks the right front fender for shorter drivers and isn't big enough to make the wrap-around rear window truly useful. The Eldorado fins help in parking.

Out on the open road, connoisseurs of handling will note the same tendency to get bigger and softer at the expense of crispness in handling. Though you won't have to fight the wheel, front-end heaviness is evident in a mushier feel. The figures show that Chevrolet has the best weight distribution among the three cars, but the driver benefits little.

Recovery to an originally straight course when the wheel is whipped from side to side is fair. A sharply crowned road demands considerable correction.

Despite these criticisms, the '57 Chevrolet remains a good car to handle. We feel that the tendency to let power outstrip the chassis has popped up here, however, and we're ag'in it.

#### Is It As Roadable As It Was?

It takes irregular surfaces in its stride. Normal highway dips cause it no embarrassment. When they get bad, it bounces (but doesn't bottom) and then recovers quickly with no oscillation to bother the driver.

On curves, body lean and tire squeal combine to warn you of approaching limits. You have all the necessary power to pull out if you get in trouble, but see that you stay on the pavement for sure control.

At ordinary speeds on soft or washboard roads, control is surprisingly good. Elapsed time need not suffer on back roads, and passengers will fare better than in earlier Chevrolets.

#### Is the Hotter One the Hottest?

There's no doubt that it still holds the title in its field. Particularly when you remember that we had a low-performance transmission, the test figures are impressive. It beat all the times of last year's powerpacked test car and all the times of the Ford and Plymouth this year except for the Plymouth's time from 0-45 mph.

Much more pleasing to us than the standing-start times are those for acceleration at passing speeds. They should, of course, not be abused by the power-happy, and quite possibly that's what will happen. Still, a car that can almost fly from 45 to 60 in a mere 2.9 seconds is one that should be capable of keeping you and your family out of trouble.

The extremely slow shift of the Powerglide transmission makes us hope that it will soon be dropped in favor of Turbo-glide. Rough idling can be expected from the hot camshaft in the powerpack engine.

#### What Has Happened to Fuel Mileage?

The steady speed consumption figures have suffered with the huge increase in power. Ordinary driving, with its conditions closer to those you might experience with your own car, yielded little change from last year's comparable car. If you want a real high-performance car this year and still have to consider your gasoline bill, we have a suggestion: learn to drive smoothly and conservatively as a general rule, saving bursts of speed or acceleration for special occasions. It's more fun that way, it will mean money in your pocket, and your passengers will be less ruffled.

#### How Are the Brakes?

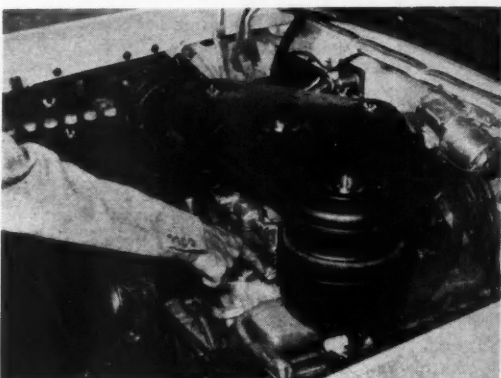
This test car had just been born when we took it over, so we had tester Jeff Cooper take it on a leisurely trip over varying terrain to break it in. He returned it with this note attached: "Brakes are inadequate for mountain driving or highway with traffic. Fade early." Time was so short that we couldn't complete our regular tests in time for this issue. A full report will follow.

#### Does It Ride Better?

The ride is considerably softer than on the '55 and '56 Chevrolet. Road irregularities, from highway tar strips up



**STURDY STUB** post kept test car's body rigid, free from creaks and groans of many hardtops. Flush sills, washable headliner make interior easy to clean.



**GIANT AIR CLEANERS** conceal thirsty dual carburetors. Finger points to linkage that cuts in front carburetor when rear one needs a helping hand in acceleration.



**COOL ENGINE** is desirable before you go changing plugs. Despite this, light and compact V8 gives remarkably shipshape engine room, an example for others to follow.

PHOTOS BY BOB D'OLIVO

**CHEVROLET ROAD TEST**

## CHEVROLET ROAD TEST continued

through the tribulations of a washboard surface, will give passengers no trouble. As in the Ford, driver and passengers are aware of the surface without being bothered by it.

The body leans more than before, and passengers will be pitched about very slightly more than in previous models.

### Is the Engine Compartment Cluttered?

It's one of the cleanest we've seen, even allowing for the power equipment not present on the test car. An enormous space in front of the radiator is useless, but you can get around the compact V8 with refreshing ease. A giant air cleaner assembly has to be removed for any serious work. Plugs are inaccessible.

### What's Different About a Chevrolet?

You'll like a firmly put-together air, characteristic of its Fisher bodies for years past and of its chassis since 1955. Along with the V8's smoothness, the high quality of interior trim, the softer ride and the use of various components present in bigger GM cars, this can almost make you think you're in a higher price bracket. Specific features worthy of engineering respect and exclusive to Chevrolet in its field are the light-weight engine and the Turboglide, which we heartily recommend if a Chevy is your choice and it's optional on the model you want. Unsurpassed smoothness and accelerating power combine with the new HR (hill retarder) range to make as *satisfying* a transmission as any automatic we've driven. In our brief test on the GM Proving Ground at Milford, Mich., it slowed us down on steep grades as though with a giant hand, which it should since this is its only function. It gives no advantage in acceleration (not that one is needed!) and so makes Turboglide just about as completely automatic as it can get until the day when it can see a hill ahead and decide itself to shift to the hill retarder.

Chevrolet continues the GM keyless locking system. A Chevy driver has two blessed conveniences missing from the Ford and Plymouth: a centered glove compartment, and complete absence of distortion in the wrap-around windshield. We regard both as minimal requirements in a modern car. Nor are they conveniences alone; both are aids to safety and all manufacturers should adopt them permanently in 1958, even over the wails of their stylists.

You get the most accurate speedometer in any U.S. car.

The new low-set tail lights, smaller than most, do not give adequate protection against rear-end collisions.

### Will It Last a Long Time?

A car that is *not* all new is likely to be a better bet for the long-term owner than one that still has some wrinkles to be ironed out during the first model year. A poorly hung rear door whose window was extremely tough to roll down, uneven paint on the dash molding, and badly fitting brightwork on the dash itself marred the looks of the test car. Check these points (which should be improved later in the year) along with quality of exterior paint and any rear-axle hum in the particular Chevy that meets your specifications.

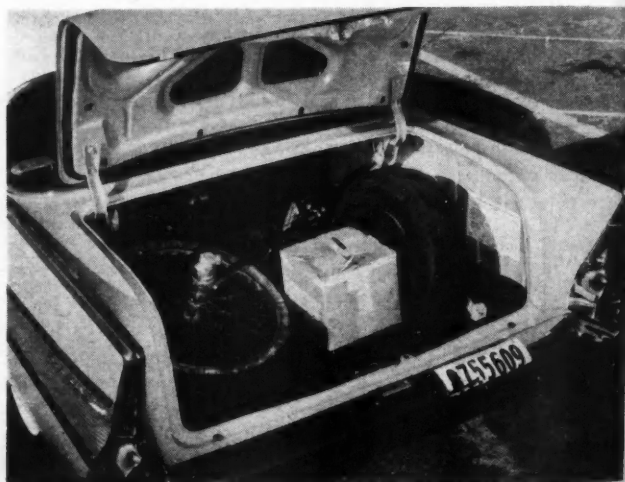
CHEVY TRUNK can only be unlatched with the key. Lid lifts to reveal entirely adequate compartment, good spare location. Bumper-type jack fits behind spare, didn't work in tests performed in trying to replace flat tire.

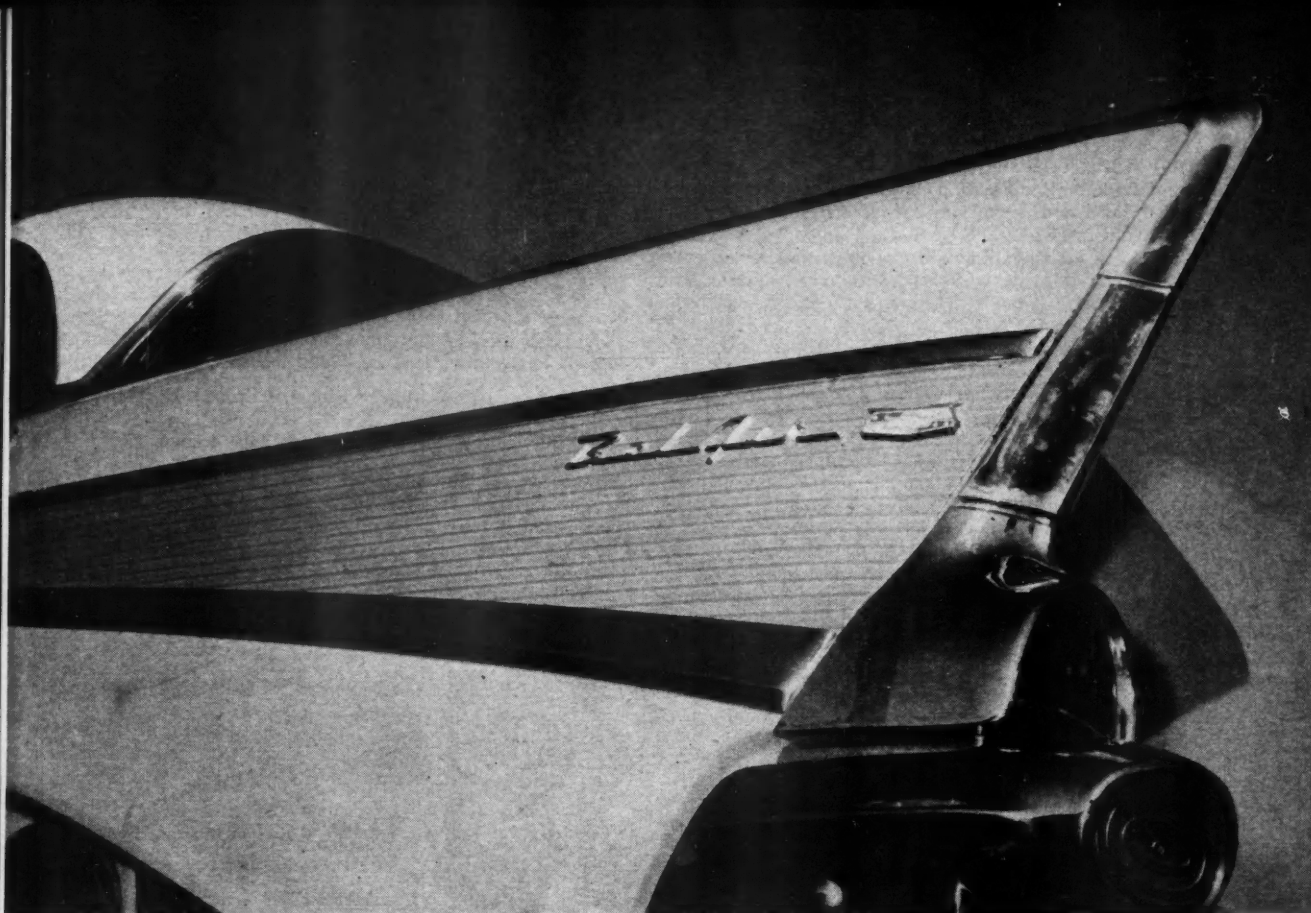


Access to the driver's seat is good, but the seat doesn't adjust far enough to the rear. Tall people will bump their knees on the steering wheel.



LEG CONTORTIONS are required in entering the rear seat, but there is little real difficulty since the high roof line doesn't interfere as it does in the Ford and Plymouth, where a bumped head is the rule.





## P E R F O R M A N C E

### '57

(270-bhp engine)

#### ACCELERATION

From Standing Start  
0-45 mph 6.75 0-60 mph 9.9  
Quarter-mile 17.5 and 77.5 mph  
Passing Speeds  
30-50 mph 3.55 45-60 mph 2.9  
50-80 mph 9.9

#### FUEL CONSUMPTION

Used Mobilgas Special  
Steady Speeds  
16.75 mpg @ 30 14.8 mpg @ 45  
13.1 mpg @ 60 12.2 mpg @ 75  
Stop-and-Go Driving  
13.6 mpg tank average for 136 miles  
Highway Driving  
15.0 mpg tank average for 312 miles

#### OIL CONSUMPTION

One quart added in 974 miles

#### SPEEDOMETER ERROR

Read 30 at true 30, 45 at 45, 51 at 50, 60 at 60, 76.5 at 75, 81.5 at 80

### '56

(205-bhp engine)

#### ACCELERATION

From Standing Start  
0-30 mph 4.2 0-60 mph 10.7  
Quarter-mile 18.3 and 76 mph  
Passing Speeds  
30-50 mph 3.9 50-80 mph 12.0

#### FUEL CONSUMPTION

Used Mobilgas Special  
Steady Speeds  
20.8 mpg @ 30 19.4 mpg @ 45  
16.6 mpg @ 60 13.6 mpg @ 75  
Stop-and-Go Driving  
14.2 mpg tank average for 800 miles

#### SPEEDOMETER ERROR

Read 31 at true 30, 47 at 45, 63 at 60, and 78 at 75

SPECIAL 1957 SHOW ISSUE !



## FORD ROAD TEST

**A**N EARLY INTRODUCTION DATE, and a wise policy of stockpiling sufficient '57 models to flood the road immediately afterward, gave Ford a head start this year. What kind of Ford is this?

Basically, it has more of almost everything than its '56 counterpart. It's lower by four inches, longer, more powerful, still competent on the highway. There is no revolutionary change in the car's behavior.

Our test car was a Fairlane 500 four-door that looked like a true centerpost-less hardtop, but wasn't. The combination of narrow posts and chrome window trim would fool almost any bystander except when both side windows are down. The combination of looks and sturdiness is top-notch and should be copied, but probably won't, by other manufacturers.

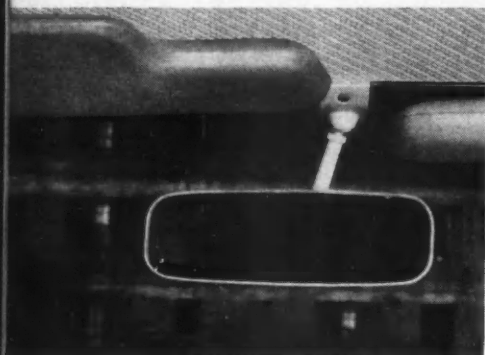
The car had the 245-horsepower Thunderbird Special engine, Fordomatic, power steering, no power brakes. To compare it to Ford V8s with less power, dock our performance figures a little and increase our fuel mileage figures. Cars with stick shift should show no significant performance difference but will give better economy, especially if they have overdrive.

On the highway we liked the car better than in town. Once you give it its head, it responds like a high-spirited but essentially amiable steed, requiring no constant correction on straight roads. A crowned road does cause a sharp pull to the right, and recovery when the wheel is whipped from side to side—we do this to simulate an accidental tug—is not as good as it should be. Wind has less effect than on previous models, as it should considering the new weight of 3800 pounds. Steering wheel vibration is very slight. It's an unusually pleasant car for the drivers on a long trip—untiring mentally or physically.

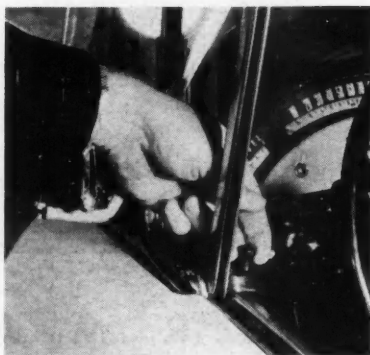
### Has Its Roadability Rating Changed?

To some extent, and not for the better. The new weight distribution, though far from ideal as on nearly every V8, is much improved over last year and should theoretically give better roadability. Last year it was 59.5 per cent at the front, and this year that proportion is down to 55.4; yet on sharp curves, or even normal ones taken too fast, the rear can break away with disconcerting suddenness.

For those madmen who yearn to "let 'er out," the Ford feels



**HIGH-MOUNTED MIRROR** has universal joint that adapts it to all sizes of drivers or to clear obstructions at rear.



**THIEVES** will welcome this handy push-button, situated just inside the small vent. It's not so easy for driver.



**LINCOLN INFLUENCE** appears in slim pillars, lined with chrome for a hardtop look. Nothing lined up well on test car.

### Is It Still Up Top in Handling?

It's not the stand-out car that it was by comparison with other makes when Ford was first with ball-joint front suspension. Broken-field running in traffic demands lots of winding from the power steering, which takes 4.75 turns from lock to lock just like its manual counterpart. Opinions on Ford's power steering are very different among various MT testers: "Best power steering I ever tried—gives you a real feel of the road"; "Feels like a fairly easy-steering older car without power"; "Gives no advantage to the driver except in parking." Take your pick!

An exceptionally broad, though not very high, windshield gives the driver a good vantage point. He sits rather close to the roof, particularly in Fairlane models, behind a massive cowl. This year's steering wheel is a half-inch smaller in diameter than the '56's (but seems enormous beside that in the Plymouth) yet the lower portion of its rim hung down too far for some drivers. Big rear fins and modern all-around vision make parking easy. The Fairlane's nine-inch length increase does not. Customs and Custom 300s, the sober buyer will note, can fit into slots half a foot shorter.

good right up to its top speed and excellent at the speed limit on any U.S. highway you can name.

There is a certain un-Ford-like wallowing when coming out of severe highway dips, the penalty of '57's new softer ride. If you leave the pavement there's no cause for panic, but take it easy on your braking or sudden turns on rough or washboard surfaces.

### How Does It Go This Year?

Just a little better from a standing start than in '56 despite the big rated horsepower difference. Half a second separated the new quarter-mile and 0-60 times from those with last year's Fairlane. There's a European-style torque increase at higher rpms in this Thunderbird Special engine that reminded us of an entirely different kind of car, the Mercedes 190-SL. At 2000 to 2500 rpms, it's almost as though you had cut in a blower or shifted instantaneously to a slightly lower gear. And that's not just a seat-of-the-pants increase either: Ford's newly available power to pull out of tight spots is proved by the stopwatches. At both lower and higher speeds, passing times show about a second's improvement this year, and 45-60 is a hasty 4.3. (We have substituted this more realistic figure for our

former 40-60 acceleration test; used up through last year.)

### **Has Economy Suffered?**

Surprisingly, only at lower steady speeds. At a steady 75 this large engine can loaf along and deliver marginally better mileage than the 292-cubic-incher did last year, and our tank mileage went up two miles per gallon when we weren't doing actual fuel, braking or acceleration tests.

### **Are Ford Brakes Still Good?**

They're a lot better. It's not a cinch to increase a car's weight by 100 pounds and bring it to a panic stop in 14 less feet from 60 mph, but that's what Ford has done. There is obvious fade but a minimum of dangerous darting from one side to the other, even when it smells as though the brakes were aflame. Pedal pressure on our non-power-equipped car seemed high to those used to a booster, but not to others.

### **Can You Reach Anything Under the Hood?**

If you like to tinker with your own engine, you'll run into a little trouble. Plugs are concealed under the exhaust manifold, the oil filter is well hidden by power equipment. The battery, oil dipstick and filler are handy and the transmission dipstick is not too hard to reach.

### **Is the Ride Smoother?**

Yes. Awareness of road surface is no longer disturbing, though it's there. As yet Ford shows no signs of abandoning its mechanical, keep-the-driver-in-touch feel which can be refreshing after the plush-swathed way that some cars drive. If you enjoy the act of driving, you'll like a Ford; your passengers might prefer to be better insulated, though they'll note an improvement over last year.

It's now easier to bottom a Ford when storm drains cross the road, and passengers won't stay so securely in their seats on highway dips. When rounding a curve the body leans somewhat, but your passengers will stay put easier than in many larger cars.

### **What's Different About a Ford?**

Mostly you'll get some careful attention to small details. The Fordomatic transmission, a Class A box in every regard, continues basically unchanged and the buyer is not expected to pay an extra fee for it, as he is for Plymouth's and Chevy's new automatics. Upshifts are accomplished with little fuss, and creep is noticeably slight. It still offers something that may loom larger to us as test drivers than to you, and that is its quadrant. The shift pattern is toward you and down for LOW, as on other automatics, but toward you and up for REVERSE, as on a car with a stick shift. This is a safety feature, if you drive automatics and stick shifts interchangeably. It's truly valuable only in a tight spot, but we like it. Snowbound drivers will note a disadvantage to the Ford quadrant: you can't rock directly from LOW to REVERSE and back.

Ford's windows roll faster ( $2\frac{3}{8}$  turns up or down) than they used to, and a fine British feature has at long last been adopted: the driver's window requires a whole turn less than the others for a total of  $1\frac{1}{8}$ , a real safety device. Ford's tail lights, while they irritate some people, can certainly be seen better than almost any others you can name, and after all, that's what tail lights are for. Two-position door checks, a blessing in a tight spot, are still a Ford Motor Co. exclusive.

And now for a couple of '57 innovations that didn't come off so well. The odd flip-open ashtray is a menace: its door didn't fit on the test car, and stabbing at a dark hole seems an unnecessarily complex way to remove the ash from your cigarette. We



**FORD ROAD TEST**

nominate this feature for revision in '58, as we do the position of the front inside door locks. These are now pushbuttons, presumably to get on the bandwagon, but they interfere with the operation of the new narrow windwings. (These are hard enough to manage anyway.) When one realizes that the new buttons don't affect the interior door handles at all but only block the exterior opening mechanism, the mixup seems utterly pointless.

The new Thunderbird-type hood is something we could also do without. We cheer the return to the safer interior latch, and we'll go for the greater protection if the hood should blow open. Still, hoods have to be latched, and if you can handle this one with ease you're better than we are.

#### Will It Wear Well?

Ford's reputation for durability in rough service is an enviable one, and seems to bear little connection with the obviously hasty assembly of many Fords. The test car was startlingly bad in this respect. Nothing seemed to fit. Great gobs of lead were hanging on the rakish left rear fin. The driver's window tended to jam. Three fuses (high beam indicator, cigarette lighter, radio) blew during our test. The left rear door wouldn't shut unless the window was rolled down. The trunk, like the hood, was nearly impossible to latch.

We're deliberately making all these detrimental observations for a reason. They are points for the prospective buyer to watch out for, not in evaluating all Fords, but in microscopically examining the one Ford that is to be his. We've seen Fords badly assembled that seemed to wear forever, and other Fords put together beautifully. Naturally, if you buy a '57 car, you'll want it to be as perfect as possible, so take your time when you take delivery.

## FORD ROAD TEST continued



**VISIBILITY** out the sides of new car is limited by low roof line. A tall person has only limited knee room.



**TRUNK LATCH** hangs menacingly over testor's head as he checks extra-large trunk in Fairlane. Spare comes out with ease.



**WRAP-AROUND** will block entrance for the less nimble. Dished wheel and padded visors, plus excellent safety belts, continue.





## P E R F O R M A N C E

**'57**

(245-bhp engine)

**ACCELERATION** From Standing Start  
0-45 mph 6.9 0-60 mph 11.1  
Quarter-mile 18.2 and 77 mph

Passing Speeds  
30-50 mph 4.3 45-60 mph 4.3  
50-80 mph 12.4

**FUEL CONSUMPTION** Used Mobilgas Special  
Steady Speeds  
20.6 mpg @ 30 17.0 mpg @ 45  
14.15 mpg @ 60 13.6 mpg @ 75

Stop-and-Go Highway Driving  
15.6 mpg tank average for 569 miles

**OIL CONSUMPTION** Two quarts added in 575 miles

**STOPPING DISTANCE** 160 feet from 60 mph

**BRAKE FADE** (Series of slow-downs at rate of 15 feet per second per second from 60 mph, slowing to 20 mph, accelerating at full throttle back to 60, repeating 12 times) Burning odor began on third stop. Some fade on seventh stop. Pedal very hard on eighth stop. Deceleration rate 10 feet per second per second below 30 mph on 10th stop. Deceleration rate five feet per second per second below 30 mph on 12th stop. No swerving during test.

**SPEEDOMETER ERROR** Read 32 at true 30, 49 at 45, 54 at 50, 65 at 60, 79 at 75, 85 at 80

**'56**

(202-bhp engine)

**ACCELERATION** From Standing Start  
0-30 mph 4.0 0-60 mph 11.6  
Quarter-mile 18.6 and 75 mph

Passing Speeds  
30-50 mph 5.3 50-80 mph 13.3

**FUEL CONSUMPTION** Used Mobilgas Special  
Steady Speeds  
21.4 mpg @ 30 18.8 mpg @ 45  
16.1 mpg @ 60 13.5 mpg @ 75

Stop-and-Go Driving  
13.5 mpg tank average for 536 miles

**STOPPING DISTANCE** 174 feet from 60 mph

**SPEEDOMETER ERROR** Read 32 at true 30, 50 at 45, 64 at 60, and 80 at 75

**SPECIAL 1957 SHOW ISSUE!**



PHOTOS BY BOB D'OLIVO

## PLYMOUTH ROAD TEST

**P**LYMOUTH SHOWROOMS are jammed, and with reason. Not since the introduction of the '55 Chevrolet has a car changed so completely. This Plymouth retains the good points of its predecessors—easy handling, smooth ride—and also excels in some categories where no one thought it had much of a chance. **MOTOR TREND** always recommends that prospective buyers drive a car as much as possible before deciding. This year that is even more important with Plymouth because of its changed character.

Our Belvedere four-door sedan had the one powerpack presently available on the Fury 301-cubic-inch V8, including a four-barrel carburetor, special manifolds and distributor, and dual exhausts. The car had full-time power steering, power brakes, and the three-speed TorqueFlite transmission, so was Plymouth's hottest car at the moment. A Fury model, to be introduced later, will have still more power.

The smaller V8 (available on Plaza models only, and the only V8 for them), and the big V8 without powerpack offer somewhat less zoom and somewhat better fuel mileage. In addition, regular gasoline is recommended for all engines except with powerpack, as in the test car.

TorqueFlite comes only on the Belvedere and the top-priced station wagon; PowerFlite, available on the whole line, costs less, gives less acceleration and should yield only negligible differences in fuel mileage. Stick shift leads them all in economy, should best PowerFlite in acceleration and come close to a tie with TorqueFlite in the go department.

### Does It Handle Differently?

Chosen by MT as the easiest car to drive in 1955, Plymouth is right up there again on several counts. Sheer effort required to steer a Plymouth with power steering is just about nothing at all. The steering is the fastest in the field, with  $3\frac{3}{4}$  turns lock to lock; for fast driving, we would like to see this cut to three.

Ball-joint suspension, new this year, aids in aiming although there is no feel of the road at all, at any speed.

The tiny wheel sits down in your lap for easy control and to make it possible for any driver to see over it.

Vision would be far better than in either Ford or Chevrolet if it were not for extreme distortion at the right side of the windshield. Quality control has an immediate assignment here, we trust. The cowl-mounted mirror has good features and bad. Its mounting on the cowl is nearly universal, it's very wide, and it gives way if struck. It also vibrates so much as to be nearly useless at high speeds or when the road isn't smooth.

Once you get over the idea that someone is following you too closely or that they're passing you on the inside, the rear fins become a help in thick traffic or in parking. It won't be easy to tuck this "small" car into reduced parking spaces; the new and enormous Suburban models will be even harder.

Handling on the road is likewise a cinch. It may not be the sort that puts you at your ease, for that's a sensitive wheel and any jerk or tug on the wheel beyond its one-inch rim play is totally uncorrected. A crowned road causes no perceptible pull. Wind gusts have little effect, this car being the heaviest of the Big Three by a considerable margin. There is, at the moment, no easier car to handle on a long trip except for the one factor that the full-time power steering demands constant vigilance; if you've never driven a car with Chrysler power steering, it will take some getting used to.

### Is It Any More Roadable?

It certainly is. Up to its indicated top speed, the car feels good. Cruising is effortless at high speeds. You don't have "completely flat cornering," as your over-enthusiastic Plymouth salesman may tell you. You do have truly excellent cornering ability; you'll be able to negotiate all ordinary curves with ease and comfort, and quite extraordinary ones with safety. Give it a try, because this is hard to believe from the hushed, un-fussy behavior of the car on a smooth street or highway. It simply feels too soft to behave with such aplomb in tight spots. Figures show the Plymouth's weight distribution to be the worst of the Big Three, but suspension makes a difference, and this car's roadability is fine.

And on the rough roads? There's vibration in the body, steering wheel, and seat. Yet the wheels cling to the road on a washboard or even in thick gravel. Braking and turning are

safe on bad surfaces if you employ even a modicum of caution.

We took to the air once on a very severe dip, then came down and continued on our way, the car recovering very rapidly.

### Is Performance Hotter for '57?

In every acceleration category, the test car almost exactly split the difference between the 200-horsepower '56 Belvedere's times and those of the '56 Fury hardtop. It was the middle performer of the Big Three cars tested and even came away with top honors in the 0-45 times. In fairness, the times were all very close to those of the Ford, and a Turboglide Chevrolet will almost certainly be the 0-45 top dog in additional testing.

The increase in performance is more important as an indication of how much the once-slow Plymouth has changed. The difference between it and Ford is small, however individual cars may match up, and both are hot cars, though not as torrid as the Chevy.

You'll find the Plymouth accelerates without undue commotion. TorqueFlite makes a big difference in available torque at the lower end.

### How Has Fuel Mileage Changed?

As often happens when a car's engine grows, steady-speed fuel tests are the worse for it. As on the Ford, fuel mileage at a steady 75 is up slightly.

Tank averages dipped in city driving and rose on a long trip, which contained more highway miles than the test in 1956.

### Are the New Brakes Better?

Not on the test car. Swerving—the result of spot fade—was present from the fourth stop onward, even including a five-minute cooling-off period.

The new front suspension utilizes forces tending to cause brake dive and effectively counteracts it. There is some nosing down, but it is so slight as to allow passengers to remain in their seats even in a panic stop (see photo, page 79).

The typical Chrysler Corp. propeller shaft emergency brake is powerful and substitutes for a parking pawl in either of the automatic transmissions.

### Has the Ride Yielded to Roadability?

Not at all. If anything, it's smoother than before. Noise and feel from road surface irregularities are both low, with some vibration. All passengers will benefit from the new flatter cornering and will find curving highways more comfortable than in any previous Plymouth. Speeds up to an actual 65 on washboard roads brought a clatter from various parts but no passenger discomfort.

On the worst of highway dips it is fairly easy to bottom the car. In ordinary driving this would not occur.

### Can You Get at the Engine?

The test car's engine room was too full of power equipment to make anything easy except minor maintenance. The oil dipstick and battery can be reached with ease, but that's about it. Power steering hoses and wiring even block the oil filler neck. The transmission dipstick is tucked under the heater blower and back of the big air cleaner. Plugs can be reached at a stretch, though No. 1 on the left bank is awkwardly located behind the generator.

### What's Different About a Plymouth?

The extreme ease of driving will probably impress you most. The ultra-easy power steering, new and comfortable driving position, and pushbutton-operated TorqueFlite and PowerFlite make control of this bigger car a simple matter. You may get to like the surprising fins as a driving aid, too, and other drivers will get plenty of warning from those enormous tail lights.

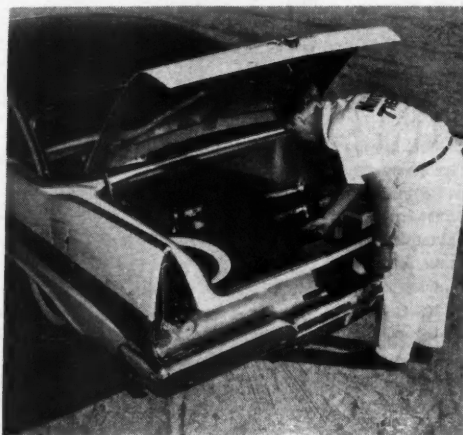
You enter in a semi-sports car manner, so that you can clear the low wheel. The thin-looking seats gave us plenty of comfort throughout our test, but we'd be leery of those extra-



PLASTIC GRIPS on small, low-set wheel avoid slipping of hands on rim. Optional foam-filled dash pad has excellent dull finish. Note windshield distortion.



GETTING OUT requires agility, smaller feet than these. Rear quarter window is fixed. Metallic insert on door panel should prevent wear for many years.



TORSION-BAR HINGE reduces interference with luggage to a maximum. Trunk is very deep, but not high, so spare is mounted flat. There is no water drain.

## PLYMOUTH ROAD TEST

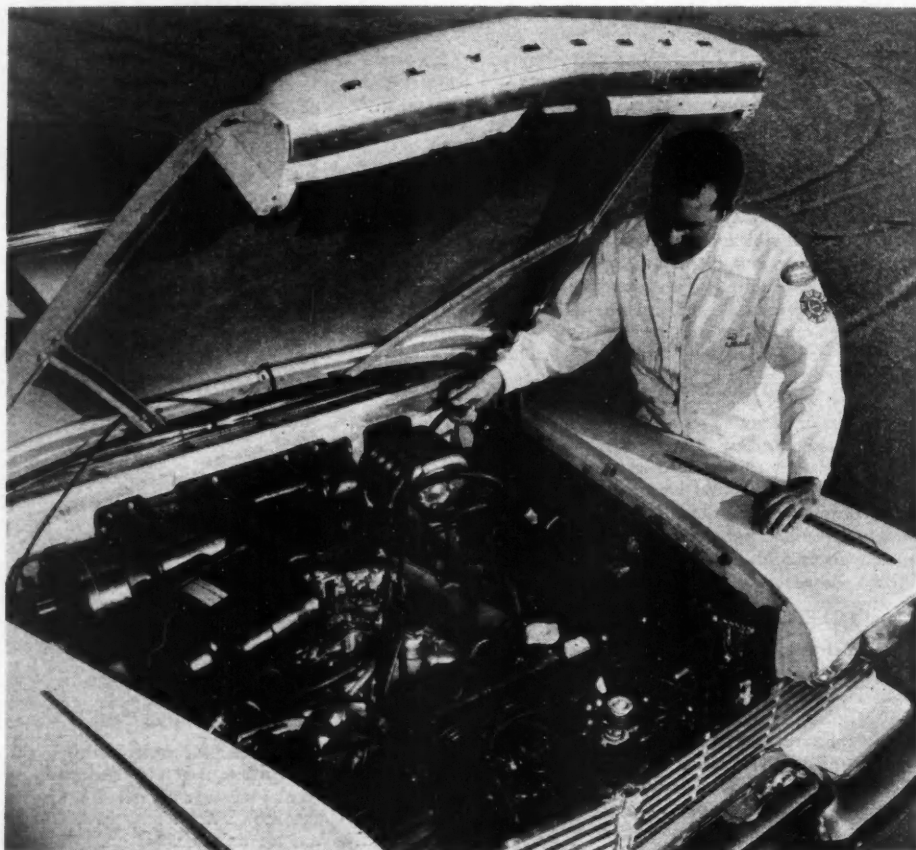




AS YOU LOOK BACK, the rear fin may bother you at first when you mistake it for another car. Later it will become useful when you're parking or maneuvering in a tight spot.

COWL-MOUNTED MIRROR, shown here in double exposure, can take up any position you want it to. It gives way if struck.

THREE HOSES belong to MT's test equipment, but the rest is all there on any Plymouth with power steering, brakes, heater, and power-pack. Side-mounted air cleaner nestles under low hood with no need for a bulge. Hood silencer pad (not on test car) and factory undercoating now come as a package.



## PLYMOUTH ROAD TEST continued

shallow ones in the rakish hardtops pending further trial.

Most noteworthy of all Plymouth's achievements in the new car is the combination of a soft, smooth ride with a high degree of roadability. The use of torsion bars at the front with those strange leaf springs at the back is great. The rear ones don't look as though they could work, with their fat, short front section and long, wand-like rear portion, but work they certainly do.

In the main components of this car you get similarity to, or even duplication of, the more expensive Chrysler products. The suspension is the same, the transmission the same, even the body shell (though not its trim, of course) is that used throughout the line with the exception of the Imperial.

A goof is evident in the placement of the too-small glove compartment, far away from the driver.

### How Is It Built?

Denying its nearly two tons with a general impression of lightness, the test car suffered from chronic hood shake and a stiff trunk latch, along with flimsy-sounding doors, standard on the line since 1955. As on some '56s, the TorqueFlite push-button cover plate did not fit and let its light shine into the driver's eyes. There were no serious examples of irresponsible assembly. As with other makes, look over carefully the one car you are going to buy and get complaints taken care of NOW. Windshield distortion appeared no worse to us on individual cars, but check those available.



## P E R F O R M A N C E

### '57

(235-bhp engine)

#### ACCELERATION

From Standing Start  
0-45 mph 6.65 0-60 mph 10.7  
Quarter-mile 17.9 and 77 mph  
Passing Speeds  
30-50 mph 4.2 45-60 mph 4.2  
50-80 mph 11.5

#### FUEL CONSUMPTION

Used Mobilgas Special  
Steady Speeds  
19.7 mpg @ 30 18.5 mpg @ 45  
15.5 mpg @ 60 13.9 mpg @ 75  
Stop-and-Go Driving  
12.0 mpg tank average for 80 miles

Highway Driving  
15.0 mpg tank average for 806 miles

#### OIL CONSUMPTION

None added in 886 miles

#### STOPPING DISTANCE

170 feet from 60 mph

#### BRAKE FADE

(Series of slow-downs at rate of 15 feet per second per second from 60 mph, slowing to 20 mph, accelerating at full throttle back to 60, repeating 12 times) Burning odor began after second stop. Swerve to right on fourth stop prevented holding deceleration rate. Brakes locked on sixth stop, reducing deceleration rate to 10 feet per second per second. After five minute cooling period: Deceleration rate 10 feet per second per second because of swerve to left on seventh stop. Deceleration rate 13 feet per second per second because of left swerve and locked wheel on eighth stop. Deceleration rate 13 feet per second per second because of right swerve and locked wheel on ninth stop. Deceleration rate rose to 15 feet per second per second on 10th stop and remained there, with right swerve less noticeable on 11th stop but worse on 12th stop. Hard pedal was noticed only immediately after the fade tests because it was swerving rather than high pedal pressure that decreased deceleration rate.

#### SPEEDOMETER ERROR

Read 30 at true 30, 48 at 45, 52 at 50, 64 at 60, 80 at 75, 88 at 80

### '56

(200-bhp engine)

#### ACCELERATION

From Standing Start  
0-30 mph 4.5 0-60 mph 11.9  
Quarter-mile 18.9 and 76 mph  
Passing Speeds  
30-50 mph 4.4 50-80 mph 13.4

#### FUEL CONSUMPTION

Used Mobilgas Special  
Steady Speeds  
21.5 mpg @ 30 19.3 mpg @ 45  
16.6 mpg @ 60 13.3 mpg @ 75  
Stop-and-Go Driving  
12.7 mpg tank average for 561 miles

#### STOPPING DISTANCE

167 feet from 60 mph

#### SPEEDOMETER ERROR

Read 31 at true 30, 47 at 45, 63 at 60, 79 at 75

SPECIAL 1957 SHOW ISSUE!

It's hard to see the big belly and small bottom of the 1956 **CHARLEY SPEED SHOP** 5th Annual Surprise Money Saver Catalog.

MAIL ADDRESS: **CHARLEY SPEED SHOP**, 1904 P.O. Box "MT", Chattanooga 7, Tenn.

56-57 **25c**

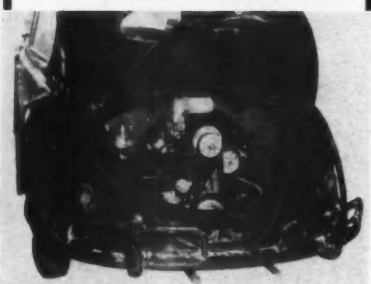
**\$1.00 FREE**  
CERTIFICATE - See Inside Back Cover

**SURPRISE MONEY SAVER CATALOG**

SEND 25c FOR 1956  
SURPRISE  
MONEY SAVER  
CATALOGUE

**HONEST CHARLEY  
SPEED SHOP**  
P.O. BOX "MT" 1904  
Chattanooga 7, Tenn.

**SUPERCHARGE YOUR  
VOLKSWAGEN**



**for BIG CAR PERFORMANCE**  
Gives you 50% more horsepower, faster acceleration, more speed and better control.

**THOUSANDS IN SERVICE**  
Mail coupon now for literature

Please send data on the Judson VW Super-charger Installation. mt.

Name.....  
Address.....  
City.....State.....

**JUDSON RESEARCH & MFG. CO.**  
CONSHOHOCKEN 8, PENNA.

# Q

## technical questions

**Q. DUAL CARBS.** I own a '55 Chevy and want to install a dual four-barrel carburetor setup. I have made new headers with twin exhausts but don't know how to install the two carbs. What do you suggest? *Bob Morris, Albany, N.Y.*

**A.** Why not use the Corvette twin carburetor setup, available through your Chevrolet dealer? If you have some reason for not wanting that particular unit, almost any speed shop can supply you with a dual pot intake manifold.

**Q. HEATER PROBLEM.** I have heater problems. Now that the weather has turned colder my heater doesn't get hot enough. I notice the water temperature seems to take a long time to reach normal operating temperature. Should I install a winter thermostat? *Rodney Planins, Kansas City, Mo.*

**A.** The thermostat is probably not working at all. Should these units become inoperative, they are designed to "fail safe" or remain in a full open position which we suspect yours is doing. The so-called winter thermostat will raise the water temperature about 20° above normal, which will give more oomph to the car heater.

**Q. HOW DO THEY DO IT?** I am surprised to see that at least two '57 cars are using 10 to 1 compression ratio. How do they do it with our present gasoline octane rating? *Joseph Barnes, Toledo, Ohio.*

**A.** Present gasoline octane ratings (88 to 97 average) are adequate, provided the combustion chambers are designed to effectively burn the fuel. Premium gasoline is a must, however, for satisfactory performance. As a side note, look for 12 to 1 compression in '58. Gasoline companies are working hand in hand with the manufacturers to attain this.

**Q. HIGHER COMPRESSION.** I want to increase the compression ratio to 10 to 1 on my '52 Ford. I have been told I will have to install a heavy-duty starter motor to turn the engine over. Is this correct, and if so, what kind of starter can I use? *Gene White, Atlanta, Ga.*

**A.** No, that is not right. If the present starter motor and battery are in good condition, you will be able to start your engine. You may, however, have some trouble starting it the first time if you have completely overhauled it. Once it is run in, no further trouble should be experienced.

**Q. FORDILLAC.** I own a 1950 Ford and want to install a '56 Cadillac engine in it. I don't know what to do about the electrical system. Will I have to change

## "NOMAD" Portable Garage

### FOR SMALL AMERICAN and FOREIGN CARS



**PROTECT YOUR CAR AT HOME, RACES, RALLIES and SPORTS CAR EVENTS**

Ample storage and work space. Can be set up on black top or cement drives. Front end and right side opens on zippers. Side can be made into awning for additional work space.

Completely dismantlable rust-resistant tubular steel frame covered with 190 Saratoga twill canvas in khaki or green. 8' wide... 4 1/2' high of ridge pole... 15' long... 120 sq. ft. of floor space. Rails into 40" x 24" pack. Weighs approx. 88 lbs.

Complete with stakes, ropes and carrying bag, only **\$198.50**

2' Poles... telescoping down to 4' \$2.95 each f.o.b.  
Extra metal stakes 20 each f.o.b.  
Extra ropes 10 20 each f.o.b.

Buy Direct from the Manufacturer

**FOX TENT & AWNING CO.**  
624 S. MAIN ST. • ANN ARBOR, MICHIGAN

## CUSTOM MOTORS

### INSTALLATIONS

OHV8s into Earlier Car Chassis. Now Being Done in Our Wilshire Blvd. Shops. WRITE FOR APPOINTMENTS and INFORMATION. WE SUPPLY COMPLETE MOTOR JOB — DRIVE-IN — DRIVE-OUT. 100 to 350 H.P. MOTORS AVAILABLE.

### MAIL ORDER

WE ARE SHIPPING COMPLETE OHV8 MOTORS ANYWHERE, CRATED, GUARANTEED, INSURED — VIA LOW COST FREIGHT.

## SHELL MOTORS

Dept. MT-1, 11726 WILSHIRE BOULEVARD  
L.A. 25, CALIF. PHONE: GRANITE 7-8283

## T-BIRD OWNERS

Auto Top Lift removes & stores your hardtop. \$13.95 p.p.d. Instrument panel, Padded vinyl storage pocket, many Bird items. Write for illustrated brochures.

### JAMES AUTO SPECIALTIES

Box 151, Pasadena, Calif

**"I'M MAKING  
MORE THAN  
\$1000 a Month**



C. KAMA

**HAVEN'T TOUCHED BOTTOM YET!"**  
—reports Charles Kama, Texas, one of many who are "cleaning up" with orders for PRESTO, Science's New Midsize Miracle Fire Extinguisher. So can YOU!  
Amazing new kind of fire extinguisher. Tiny "Presto" does job of bulky extinguishers that cost 4 times as much, are 8 times as heavy. Ends fires fast as 2 seconds. Never corrodes. Guaranteed for 20 years! Over 2 million sold! Sells for only \$4.95.

Show it to civil defense workers, owners of homes, cars, boats, farms, etc., and to stores for re-sale—make good income. H. J. Kerr reports \$20 a day. Wm. Wydallis \$15.20 an hour. FREE Sales Kit. No obligation.

**MERLITE INDUSTRIES, Dept. P-27R**  
PRESTO DIV., 114 East 32 St., New York 16, N.Y.  
Canada: Mopa Co., Ltd., 371 Dowd St., Montreal 1, P.Q.

## TONNEAU COVERS

FOR MOST POPULAR SPORTS CARS AND LATE MODEL CONVERTIBLES

### ROBBINS AUTO TOP CO.

Dept. MT-1  
Santa Monica, Calif.

1453 Lincoln Blvd.  
Ph. EXBrk. 5-9174



everything to 12 volts? Steve Kazynsky, Detroit, Mich.

A. This is a never-ending problem. It has been done many ways, all having their disadvantages. The best solution is to convert to 12 volts throughout, but if you don't want to go to that much trouble you can install a resistor in the hot line to your instrument panel. That will reduce the 12 volts to six volts and still provide proper voltage for the engine. These resistors are available through auto supply houses. You can get their addresses in MT.

**Q. SNOW TIRES.** I live in the country and have to drive to and from work in all kinds of weather. I have been considering "suburban" tires to help combat snow this winter but have been told they make a lot of noise and are rough riding on dry pavement. Could you suggest any particular brand that won't do this? Thomas Reeves, Cincinnati, Ohio.

A. Tires of this type do create a certain amount of road noise. Their alleged rough riding characteristics are somewhat questionable, however. The relatively modest road noise they do create is a small inconvenience to pay for their added safety in winter driving.

**Q. SQUEAKING CLUTCH.** I own a '51 Ford which makes a squeaking noise when I push in the clutch with the engine running. It doesn't make any difference whether the car is in motion or standing still. The clutch doesn't slip, because I can stall the engine with it. What is wrong? Willie Johns, Jacksonville, Fla.

A. In all probability the clutch throwout bearing is worn out. To replace it you will have to remove the transmission.

**Q. GASLIGHT.** I have been told cars about 30 years ago used gas for lights. What kind of gas was it and where did they store it? Virginia Toomas, Washington, D.C.

A. They used carbide gas which was usually (not always) carried in a tank on the running board.

**Q. OVERDRIVE.** Can you still buy cars with overdrive? Clyde Newbauer, Los Angeles.

A. Many manufacturers presently offer overdrive as optional equipment. See the Table of Specifications, page 60.

**Q. DE DION REAR.** Is there a de Dion rear end made in this country? If so, what car uses it? Barry Veldt, St. Louis, Mo.

A. Yes—it is used on Dodge's panel delivery truck. It was adapted to this particular model to allow a low, flat floor.

**Q. CHATTERING CLUTCH.** I installed a new clutch in my '54 Chevy and it chatters when I go in reverse. There is also a slight chatter in first and second. The clutch plate was very smooth and I can't figure out what could be wrong. What do you suggest? Bob Sample, Orange, N.J.

A. In all probability the clutch fingers are not adjusted properly. If one is too tight or too loose, it will cause a chattering.

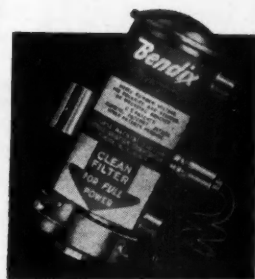
## Bendix ELECTRIC FUEL PUMP

For the rare car owner who never settles for second best

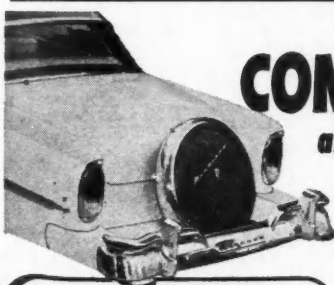


The Bendix\* Electric Fuel Pump is not for "Mr. Average Motorist". Frankly, the average motorist is usually happy with average performance. Even with a big new 200-plus H.P. car he gets only standard performance. But for the fellow who wants something extra—who wants his car as nearly perfect as human skill can make it—the Bendix Electric Fuel Pump is made to order. Naturally, it costs a little more. But if you're that rare driver who really wants perfect performance, you'll say it's worth it. (Write for illustrated folder)

- No vapor lock
- Instant hot weather re-starts
- Built-in pressure release—no flooding
- 30 gallons per hour
- Helium-sealed electrical system
- Better cold weather starting
- Only 7 watts power at maximum fuel delivery



Bendix ELMIRA, N.Y.  
ECLIPSE MACHINE DIVISION



## NOW! Genuine CONTINENTAL KITS at HALF of Car Dealer Prices!

Here's the world's greatest Continental Kit value—at savings up to \$100! Glamorous California styling . . . rakish tilt of tire carrier is custom-designed for your car, as is every other part. Stylish wrap-around gravel shields. Heavy 20 gauge tire ring. Sturdy, rattle-free!

**Easy to Install Yourself:** Kit braces to frame. Tire carrier is factory pre-assembled. Step-by-step instructions.

**NOT A "FALSIE"—ALL PARTS INCLUDED:** splash pan, bumper extension brackets, all-metal tire cover, tire carrier assembly—everything but emblem. Prime coated.

**MATERIALS AND WORKMANSHIP GUARANTEED**  
**NEW CATALOG OF CUSTOM ACCESSORIES**  
—free with order or send just 25¢.

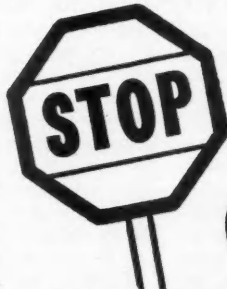


### COMPARE THESE PRICES!

Your choice of open or closed face plate (please specify)

|                |                |                 |
|----------------|----------------|-----------------|
| Chev. 49-57    | Buick 55-57    | Cadillac 54-55  |
| Ford 49-57     | Chrysler 56-57 | Lincoln 54-57   |
| Ply. '55-57    | DeSoto 56-57   |                 |
|                | Dodge 56-57    | <b>\$79.50</b>  |
|                | Merc. 52-57    |                 |
|                | Olds. 54-57    | Cadillac 50-53  |
|                | Pont. 53-57    | Cadillac 56-57  |
| Buick 54       | Stude. 55-57   | Thunderbird 55  |
| <b>\$69.50</b> | <b>\$59.50</b> | <b>\$119.50</b> |

Tire ring in chrome, \$10 extra. Write for information on cars not listed. Specify make, yr., mod., tire size & if tubeless. 25% deposit required. FOB L.A. Postage COD. Calif. residents add 3% sales tax.



WASTING GAS  
LOSING POWER

USE



THE ORIGINAL FIBERGLAS PACKED MUFFLER FOR BETTER PERFORMANCE

**DON'T DELAY! SEE YOUR DEALER TODAY!**  
Arnold Haviland Company Defiance 22, Ohio

**driving  
around**



**with  
walt  
woron**



*... in a German-built  
GOLIATH, a Fuel-Injection,  
Two-cycle Economy Car*

**W**HAT THIS COUNTRY was once purported to need was a good five-cent cigar. It may still need it, along with many other things, but one improvement we'd like to see it blessed with is an economy car that's really worthy of the name. From our viewpoint this would be a car with many of the so-called luxury features, the room and comforts of the bigger cars, but with the convenience and economy of the smaller ones.

Such a car may be the German-built Goliath, which somehow seems incongruously named. You'd think that a Goliath should be big, but this one isn't. It's built more like a David that's trying to chip away at the "Goliath" of U.S. sales—gasoline-gulping gargantuas that prowl our highways.

How does 28.2 mpg strike you? Especially those of you who find yourself hard-pressed to get anything better than 14-15 mpg? Interesting, desirable, and unattainable, isn't it? It's what you'd find real easy to get in a Goliath, even if you drove it as hard as we have for the past couple of weeks. This average takes in city driving and highway driving in about a 50-50 ratio and comes mighty close to what the factory claims for it—31 mpg.

If you want economy you're not going to do much better than this under like conditions unless you go for a minicar like a Lloyd or Ford Popular, or resort to the scooter-type of transportation like a Messerschmitt. The Goliath's main competition for economy by other comparable small cars that sell in quantity will come from the Renault 4-CV and 5-CV, the Citroën 2-CV, and the Volkswagen.

If you become the proud owner of one of these little "poppers" that has an engine "rattle" reminiscent of an extreme case of detonation, you'll find that you'll get better mileage in town than you do on the open highway. The explanation for this seemingly strange phenomenon is that every time you take your foot off the throttle, you stop injecting fuel into each of the two minute (27 cubic inch) cylinders. Naturally, you do this more in traffic than you do on the road. That's the why of a 26.0 mpg average over the highway, and 29.0 mpg around town.

It's also the why of the 37.9 mpg figure we got around town when we *tried* to get good economy.

Of course, it's one thing to get good fuel economy, but you say, you can get it on a bicycle, too. True, but the Goliath gives you room to carry four people in comfort, gets off the mark somewhat comparably to the Renault and the VW, and is built with the quality that we who are familiar with overseas products have come to expect. And with it you can get a sliding fabric sun roof for \$107.03, separated front seats for \$15.38, and reclining seats for another \$51.24. Name any American car in which you can get these extras for that price—in fact, name any U.S. product in which you can get all of these options.

If you get disturbed over the world's oil situation and decide the Goliath's economy is for you, the strangest thing you'll have to get used to is the sound and feel of the two-cycle engine. When you pull up to a stop, you'll probably jazz the throttle because you think it's going to die; that's just the antics that a two-cycle engine goes through. Another feature you'll have to become accustomed to is the peculiar gearshift.

The lever is conveniently mounted on the column, but you have to feel your way through to each gear; to help you in this, each gear is synchromesh (outside of reverse). It's a fairly standard H-pattern, with reverse being toward you and up. Upshifts were fairly smooth, and downshifts were possible from fourth to third at 37 mph, from third to second at 21 mph, and into low from nine to 12 mph. When accelerating you can definitely feel it peak out in each gear; the best shift points seemed to be 17 in low, 29 in second, and 46 in third.

Using these shift points and trying to grab rubber from a standstill (which I was sometimes lucky enough to do), with two of us in the car we got to 30 mph in an average of 6.8 seconds, to 45 mph in 14.5, to the quarter-mile mark in 23.6 seconds while doing 57 mph, and on up to 60 in 31.6 seconds. During these severe runs there was no overheating of the engine, the clutch never slipped, and the drive train was as silent as you'd

want. Noises were confined to the weird exhaust popping.

If you had to go around a truck on the highway, you'd find that you needed 12.1 seconds average to accelerate in third and fourth gears from 30 to 50 mph. If you can maintain your speed without having to constantly slow down and accelerate, you can keep up as good a highway average as much bigger cars. The Goliath's top recommended cruising speed is just a few miles below its top speed of 70-75 mph.

Cruising along the open road you'll find that you almost float over normal dips, that you still flatten them out at higher speeds, and that you meet bad dips with a minimum of rebound and oscillation. The why of this is the two transverse semi-elliptic front springs, giving independent front suspension, rear suspension of the same type, except that the springs are longitudinal, and double-acting shocks at all four wheels. The frame, incidentally is central tube, with the separate front frame unit carrying the powerplant (engine, transmission and differential all together), the front-wheel drive, springs, and rack-and-pinion steering gear.

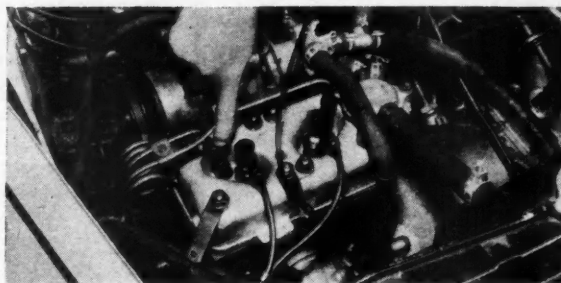
Except at low speeds around corners—when you'll feel the characteristic whipping of the wheel that's associated with all front-wheel drive cars—control of the Goliath is always yours. On a comparison basis to the Renault and Volkswagen, you'd be forced to admit that the Goliath has the edge.

The Goliath trues itself down the road with a minimum of concern on your part, corrects to a straight-line position rapidly if you jerk the wheel, feels safe to its maximum cruising speed, doesn't wallow or pitch coming out of dips or over bumps, goes through gentle corners very stable and flat, mushes some when you take the corners faster and has much less lean than any American car.

Brakes were always positive, brought the car to a quick stop, and never faded. In our standard 15 ft./sec.<sup>2</sup> stops from 60



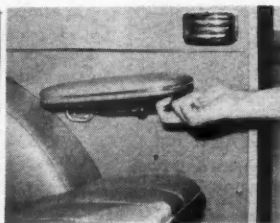
**FUEL TANK** is directly above engine in potentially hazardous location. Oil is added when refueling and pre-mixes automatically before reaching engine.



**FUEL IS INJECTED** directly into combustion chamber through injection nozzle (finger touching).



**PLENTY OF ROOM** around the small wheel, good legroom, headroom, and shoulder room make the front seat comfortable. Getting in and out of the front is easy, but is difficult out the rear.



**RELEASE TO OPEN** trunk compartment is located under left rear armrest. Compartment is spacious, houses spare under floor, along with complete set of tools.

mph, there was only a slight swerve on the sixth stop, another slight one on the seventh, again on the eleventh stop, with some odor from the lining from the ninth stop on, but no fade at any time. You can't say that about most cars.

The smallish steering wheel is located comfortably and is easy to grip; even the tiniest person (except that three-footer from the flying saucer) can see over it. The thickly padded seat is adjustable fore and aft to suit most people. There's plenty of legroom, footroom around the pedals, just barely enough headroom in the sunroof sedan, with an inch or two more in the standard sedan. The rear seat is fairly roomy and comfortable, even though the rear windows are stationary. It's such a cinch to park that it makes you look with a jaundiced eye at the barges around you trying to dock.

Until you get used to it, the array of knobs below the plastic panel (which certainly doesn't look it) will be confusing to you. The first one is the choke, the next one is the headlights, then comes the wiper, then the . . . See what I mean? Goliath Distributors, Inc., tell me that they've recommended to the factory that some sort of coding be placed on the knobs.

The very legible white-on-black instruments consist of a centrally-located speedometer, gas gauge and water temperature indicator to one side, and clock to the left. There are no hot spots off the dash because of paint or chrome; instrument lights don't reflect off the windshield at night. The adequately-sized glove compartment is on the passenger's side, but that's not a far reach for the driver. There's another pocket on the back of the front seats.

Though I wouldn't say that the Goliath is the most fascinating car in the world to drive, nor that its price of \$1898 (port of entry) for the standard two-door sedan would make it compete too favorably with some of the other small imports or a stripped Big Three car, it is a true economy car. And where else can you get a fuel-injected car so cheaply?

The Goliath sun roof sedan was loaned to us by Murphy Imports, Inc., 10223 Washington Blvd., Culver City, Calif., largest dealer for the Goliath national distributor, Goliath Distributors, Inc., 1616 Pacific, San Francisco.



## LOCKED AXLE PERFORMANCE ... yet it DIFFERENTIATES!



Balanced Traction  
Differential

- Maximum Traction At Both Rear Wheels
- Eliminates Useless Wheel Spin
- Increases Acceleration, Speed
- Faster Cornering, Better Braking

Interchanges with stock differential case—Simple Installation—T-Bird, Corvette, Jag, Ford, Merc, Chev, Plym, Hudson, Kaiser-Frazer, F-100, others. Priced at \$99.50 plus taxes. "Specials" also available.

Write for Free Literature—state ratio, make, model, and year.

LYETH ENGINEERING CO.  
P.O. Box 3841, Dept. M, Detroit 5, Mich.  
12859 E. Eight Mile Road

## SAVE GAS, GEARS, TIRES ON YOUR 4-WHEEL DRIVE!

Stop Front End Drag in 2 W. D.



Get maximum use of your vehicle with these famous hubs! They "take out" the front end in 2-wheel drive, give your vehicle "pick-up" economy, pep, speed, power, handling ease; stop front end gear whine, shimmy, 4-wheel drive as usual, when you need it—automatically, as you shift, with Warn Lock-o-matics, manually with Locking hubs. Models for all makes 4 w.d.s. to 1½ tons at truck dealers everywhere, or write:

WARN MFG. CO.

Riverton Box 6064 F-1, Seattle 88, Washington

## ATTENTION! 1957 CHEVROLET OWNERS SPEEDOTACH PRICE \$2.00

Registers R.P.M. of engine at all speeds Speedotach available for following 1957 Chevrolet rear axle ratios 3.55 standard transmission and 3.36 Powerglide transmission. State desired ratio with your order.

Send Check or Money Order to  
**AUTOMOTIVE ENGINEERING**  
108 Green Lane, Carpentersville, Illinois



Men: Get Into  
AUTO MECHANICS & DIESEL

Good jobs, high pay, security are yours as a qualified Auto-Diesel mechanic. Train NOW in the big famous Shops at National Schools in Los Angeles. Over 50 years experience, since 1905, in successfully training ambitious men. Here you work on ALL ENGINES. You master fuel injection, motor tune-up, general mechanics, automatic transmissions, all power equipment, in shortest possible time. Most complete, up-to-date equipment offered by any school. Expert, friendly instructors and engineers. Help in finding home near school. Part time job while in training. Mail coupon NOW, TODAY, for all the facts.

NATIONAL SCHOOLS

National Schools Dept. DEX-17  
4000 So. Figueroa Los Angeles 37, Calif.  
Send Free Auto-Diesel Opportunity Book Today.

Name \_\_\_\_\_ Age \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

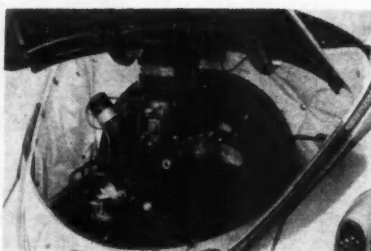
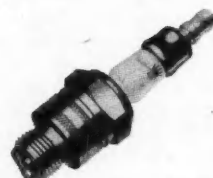
## MOTORING ACCESSORIES



This department is not composed of paid advertising. Claims are those of the manufacturer, and do not constitute an endorsement by MOTOR TREND. When ordering, include sales tax if required by your state.

### BLUE CROWN SPARK PLUGS

have had such phenomenal success that the manufacturer offers an unconditional guarantee on all properly installed Blue Crowns. Anyone certifying the type of engine the plugs were used in, and stating that he was unable to obtain 15,000 miles of satisfactory service, will be furnished a new set of plugs. Available in local automotive stores.

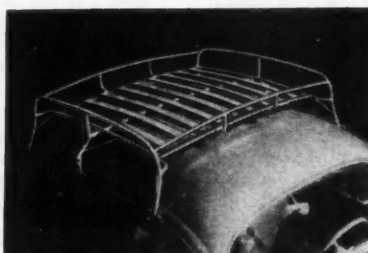
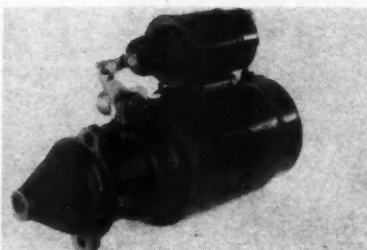


THE "V" BLANKET is just the thing for dressing up the engine compartment of your Volkswagen, with the extra advantage of greatly reduced engine noise. Available in four colors (red, black, blue, or white), the plastic-covered Fiberglass liner can be installed in just 15 minutes.

VW size only \$12.95. Porsche and Ghia-VW sizes available at slightly higher prices. Calif. Sports Cars Accessories, Dept. MT-1, 12125 Washington Place, Los Angeles 66.

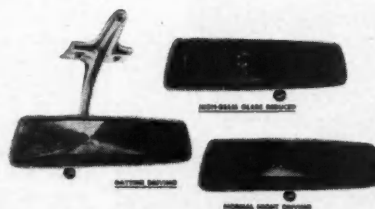
### TORNADO SIX-VOLT CHEVY STARTER

is an engine swapper's dream come true. Costs no more than standard 12-volt starter and solenoid, and uses six-volt juice from your present battery and generator. No need to buy a new 12-volt radio, generator, coil, etc. Fits all '55 and '56 Chevy engines, including Corvette mill. Price: \$47.50, f.o.b. Tornado Engineering Co., Dept. MT-1, 1143 E. 14th St., Oakland 6, Calif.



BE-KO-WA LUGGAGE RACK is the answer for Volkswagen owners who aren't satisfied with the small trunk space in their VW. Fabricated of steel tubing with seasoned hardwood slats, the rack is so made that it is locked to the roof when the car doors are locked. Sedan models are priced at \$45, sunroof models \$46, f.o.b. from Sporting Motorists Agency, Box 333-MT, Ann Arbor, Mich.

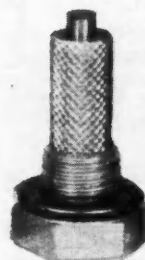
E-Z-I REAR VIEW MIRROR is just about the absolute end; a flip of the knob sets it for three different driving conditions. In the normal range, it reflects 60 per cent of the total light; night driving position gives you 11-per-cent reflection, while the third position cuts reflection to three per cent. Standard (8.25 inches wide) \$8. King size (10.3 inches wide) \$9.95. Liberty Mirror Division, Dept. MT-1, Libbey-Owens-Ford, Breckenridge, Pa.



# New Car Owners!

## STOP ACID DAMAGE BEFORE IT STARTS

Guard your engine against sure, early wear with this simple, effective Magna-Power plug. It soaks up crankcase oil acids as they form . . . keeps your engine young and powerful for added tens of thousands of miles.



**\$2<sup>95</sup>**

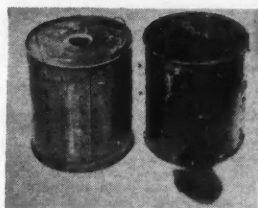
**L**ABORATORY and road tests have finally proven that the major cause of engine wear in today's powerful automobiles is corrosive acids formed during combustion. Why?

Because, the regular—and high test—gasoline you are using in your car contains sulfur. This sulfur, along with other impurities, is burning away your muffler and tailpipe, eating away the chrome on your rear bumper and, **EVEN MORE IMPORTANT**, wearing away at pistons, cylinders, and other parts of your engine.

How do these impurities—they're actually acids—do their damage? Every 20 gallons of gasoline contains almost a half-cup of destructive sulfur. During the combustion process this sulfur joints with water in the oil system to form metal-eating sulfuric acid. These acids get to work on metallic parts and actually cause most of the wear formerly blamed on friction. The damage is extended as accompanying sludge and carbon deposits result in a wasteful loss of power.

### MAGNA-POWER STOPS ACID WEAR

With test results to show that an alkaline agent would neutralize the acids and inhibit sludge and carbon formation, the Johns Manufacturing Co. has prepared a special magnesium alloy drain plug called Magna-Power. Tests conducted by the Canadian National Research Council (Canada's Bureau of Standards) and the Southern Analytical Laboratory in Jacksonville, Fla., have found that this magnesium alloy (1) effectively neutralizes corrosive engine acids, (2) greatly inhibits the formation of sludges, gums and resins and (3) destroys catalysts that cause oil breakdown products which foul spark plugs and cause preignition and internal shorting. Further experiments showed that by attaching a powerful Alnico magnet to the plug many iron and steel filings in the drain pan could be removed.



(unretouched)

Filter and oil sample (left) from a car using a Magna-Power plug show less sludge and contaminants—both are still clean. Filter and oil sample (right) from car without Magna-Power show normal heavy deposits at same mileage.



(unretouched)

Heavy carbon deposits are actually "baked" on the piston crown (right). Formation of carbon on piston (left) shows remarkable difference when resins are inhibited by Magna-Power. Build-up of carbon causes loss of power and increases oil.

### HERE ARE THE BENEFITS

With reduced acid wear and sludge formation, you get increased power for quicker starting and faster pick-ups. Elimination of many harmful spark plug deposits mean smoother driving, longer spark plug life. Less sludge also means (according to the Canadian Research Council) that oil can be used well over 3,000 miles and filter life is often doubled.

Road tests also show that wear on pistons, rings, valves and other parts can be reduced **BY AS MUCH AS 80%**. This means a car may be driven well over 100,000 miles without an overhaul. Meanwhile the powerful magnet draws iron and steel filings out of the oil system.

### WHY MAGNA-POWER IS NOT ORIGINAL EQUIPMENT

A new car, or one that has been rebuilt, should go through a break-in period. During the auto's first 1,000 miles rings are seated and the new engine, through a small amount of necessary wear, "loosens up" for maximum efficiency. The time to install Magna-Power in a new car is at the end of the break-in period when you change oil.

### 30-DAY FREE TRIAL—SEND NO MONEY

Fill out the coupon and mail it to us today! Try the Magna Power for 30 days at our expense—we know from our thousands of satisfied users that you too will find it safe and effective.

Canadian orders filled from Toronto—no duty, no red tape . . . \$2.95 each, tax incl. Canadian checks, money orders or cash accepted. Available for all European and U.S. cars, trucks, buses, etc. Indicate year and make with all orders.

Use Margin If Needed

**JOHNS MFG. CO., Dept. M-1-57**  
Middlesex, N. J.

My car is a . . . (make) . . . (year)  
Send me a Magna Power for my car on your 30-day FREE TRIAL. If I like Magna-Power, I will promptly send \$2.95 (plus 25c postage and handling). Otherwise I will return Magna-Power and owe you nothing!

SAVE—Send \$2.95 with order and we pay postage—handling—Money back guarantee.

NAME . . . . .

ADDRESS . . . . .

CITY, ZONE, STATE . . . . .

## TECHNICIANS NEEDED! BIG PAY!—GOOD FUTURE!

☐ DIESEL ☐ ELECTRONICS  
☐ AUTO ☐ AUTOMATION

NEVER BEFORE has the opportunity been so good for the properly trained mechanic and technician to step into BIG PAY POSITIONS with rapid advancement and future security virtually assured.

**YOUR SUCCESS** depends on the quality of training you receive... and the reputation of the school you attend.

**YOUR GUARANTEE** we are giving the best in mechanical and technical training is proved by the fact... we have a waiting list of good pay positions for our graduates, with leading companies throughout the United States.

**RESIDENT SHOP TRAINING** is easier and costs less than you may think! We provide you with housing and part-time jobs while in school, plus free nation-wide placement service for graduates.

Check subject above in which you are interested and mail for

**FREE BOOKLET**

**BAILEY**  
Technical Schools  
Veteran Approved  
16235 Grand, St. Louis 4, Mo.

Your Future in ELECTRONICS & AUTO AUTOMATION

Your Future in DIESEL and AUTO MECHANICS

Name \_\_\_\_\_ Age \_\_\_\_\_  
Street \_\_\_\_\_  
Town \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Acclaimed by thousands of stock, hot rod and custom enthusiasts as the welder of 1001 uses. Easily operated from properly wired 110 volt AC or DC line. The ideal gift with a life-long use... Order today on 10-day money back guarantee.

Literature on larger equipment on request

**FOUR-WAY WELDER COMPANY**

1810 South Federal St., Chicago 16, Ill. Dept. F27-A

**FREE!**  
ALL-NEW 1957-8

**HI-PERFORMANCE HANDBOOK-CATALOG**  
HOW TO STEP UP YOUR CAR'S POWER! MILEAGE! STYLE!

ALL-NEW Catalog reveals TUTH about Power Cars, Gives "Stepping" Info, Customizing Tips! Shows all brands for ALL cars—100,000 items in stock Multi-Carburators, Injection, Superchargers, Dual Carburetors, Racing Cams, Heads, Pistons, Engines, Tools, Latest "Bress-up" Accessories, Chrome, Fiberglass Sport Bodies, etc. May SUBST & SAVE! IT'S FREE—Write

**ALMQUIST** **ENGINEERING CO.—Milford, Pa.**  
Dept. MTC-7 (Dealers Wanted)

## ENGLISH FORD PARTS

• We have the largest stock of parts for English-built Fords in the United States covering all models—Anglia, Prefect, Thames, Consul, Zephyr and Zodiac.

• Orders shipped same day received. Ask for part needed by year and make.

• Write, wire or phone John Fisher, Webster 3-5911

**HOLMES TUTTLE FORD**

7122 Beverly Blvd., Los Angeles 36, Calif.

## \$ELL 'N' SWAP

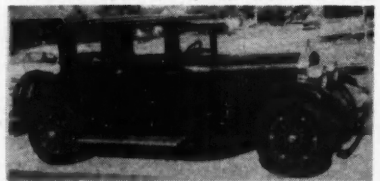
Requirements are: copy limit of 25 words (not including name and address); 1st come, 1st served; we reserve the right to edit where necessary; we are not responsible for accuracy of description, although we will reject any misleading statements. This service is not open to commercial advertisers. No ads will be accepted if payment is not made in advance, and such communications will not be acknowledged. Only one CAR may be listed in any single Sell 'N' Swap insertion. This limitation will not apply to parts, catalogs, etc. The charge is \$4 per insertion. If your car is unusual and you have a photo of it suitable for publication, you may submit it with your ad. If we decide to print it there's no cost to you for the car, but we'll have to decide which photos to use. Sorry, no photos can be returned.—Editor

### SELL

'33 PACKARD 8 sed. Engine o'haul, recent paint. 65,000 mi., good tires, orig. int., good all-around cond. Exc. classic at low price—\$350. C. B. Crouch, 10042 Forest Lane, Anaheim, Calif.

ORIGINAL MAGAZINE ADS & color prints of Duesenberg, Cord Auburn, Cadillac 8, 12, 16, Marmion 16, Packard 8, 12, DuPont, Kissel, Lincoln, Imperial, Jordan, Pierce-Arrow, hundreds of others. Complete listings 25c. Sheldon J. Lewis, 1373 E. 12th St., Brooklyn 30, N.Y.

CLASSIC CAR Sales Catalogs: Packard, Chrysler, Lincoln, Cadillac, Pierce-Arrow, orphan and foreign cars; minimum \$5 each. Also MOTOR (N.Y.) annual numbers; details for large, stamped, addressed envelope. A. E. Twohy, 400 N. Kenmore, Los Angeles. '27 CADILLAC V8 314 victoria cpe. Restored like new. Drive anywhere, only 40,000 mi. Pix on re-



quest. \$1500. W. B. Noble, 3805 Meadow Lake Lane, Houston 19, Tex.

MORRIS MINOR 4-pass., 2-seater conv. New July, '51, always garaged & used as 2nd car. Low mileage, exc. mech. cond. & appearance. \$575. George N. McLean, 511 E. Colfax Ave., South Bend, Ind.

'38 PACKARD Super 8 conv. victoria, Dietrich style. Mech. good, can drive anywhere. Needs top & body work. A fine classic at a reasonable price. \$350. S. C. Fleckner, 2086 Lynwood Terr., San Jose 28, Calif.

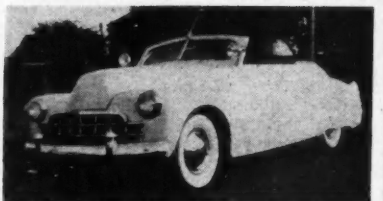
'31 CHRYSLER Imperial brougham. Paint good, no dents, 2 sidemounted orig. spare tires. 38,420 mi., used every day. Best offer. Mrs. Florence E. Gannon, 1439 Wood Rd., Apt. 8E, Parchester, Bronx, N.Y.

ANTIQUE CAR PARTS repaired, restored, replaced or duplicated by expert mechanic. Contact Michael Turin, 1747 Newcastle Rd., Grosse Pointe Woods 36, Mich.

'16 HUPMOBILE 6 with '20 body. Unrestored. 134-inch wheel base. Stored since '31; engine turns over. First \$150 takes it. W. Bittner, 504 W. Washington, Bloomington, Ill.

MARMON 16. Complete engine, radiator, grille, instrument panel, mounted in '41 Packard chassis, connected to Packard gearbox & 2-speed Auburn (?) rear. \$235. J. Robert Smith, 14515 Tyler St., San Fernando, Calif. Phone days POplar 5-1010, EXL 644.

CUSTOM-BUILT AUTO. Orig. styling on '39 Mercury chassis. Driven 1000 mi. Cost of parts, less



labor, \$3000. Make offer; write for further info or pix. Dominick P. Colucci, 117 Stryker St., Brooklyn 23, N.Y.

SOUVENIR PROGRAMS '56 Iowa Motor Sports Show. 24-page illustrated guide to 16-class show. Hot rods, customs, antiques, classics, sports car. \$1 ea., ppd. Jim Harrigan, 4340 Douglas Ave., Des Moines 10, Iowa.

FORD T PARTS. Widest range available, huge listing free. Ford A mechanical parts listing also available free. Mechanical parts other models. Advise needs fully. E. R. Hemmings, Quincy, Ill. CONTINENTAL-LINCOLN-ZEPHYR owners: Are you interested in hard-to-get '41 Lincoln Reference Book (owners manual)? Write for offer. H. W. Day, Box 1143, U.P. Station, Des Moines, Iowa.

**FREE!**  
BIGGEST  
Hi-Performance  
DIRECTORY  
EVER  
PUBLISHED!



Huge New 1957 Edition

Not just an accessories and parts catalog—but a comprehensive and revealing directory.

PAGE AFTER PAGE jam-packed with hundreds of photographs... charts... sketches. Everything you need to step up the speed, power, mileage and appearance of any stock car. An amazing new "Do-it-yourself" Directory—sent free!

**FREE!** POWER CALCULATOR

Worth its weight in gold to anyone wanting to increase horsepower of any car.

Rush your name and address to us and we will send you both "Directory" and Power calculator by return mail. Send only 25¢ (credited on first order) to help cover postage and handling.

Newhouse Automotive Industries, Dept. 656  
5805 E. Beverly Blvd., Los Angeles 22, Calif.

**Winter  
Safety  
Device!**



**Automotive Indoor-Outdoor Air  
Thermometer**

■ Accurately indicates inside and outside air temperatures. Automatic warning light alerts you of ice conditions on the road. Easy installation in any make of car. TH-311-6V (For 6-Volt Systems) \$9.95 TH-311-12V (For 12-Volt Systems) \$9.95 Write For Booklet - Dealer Inquiries Invited FISHER PRODUCTS, 21-23 44th Dr., L.I.C., N.Y.

Mike Backow Says—



**'FOREIGN & SPORTS CAR OWNERS**

...Let Me Send You BOTH—FREE!

1 "How to Drive Like a Pro" Booklet. Fascinating, revealing! Written by experts. Tips galore on speed-shifting, cornering, maintenance, etc. your sport car. Nothing like it ever!

2 Giant Concourse Catalog. Illustrates, describes 100's of top imported, domestic accessories & spare parts. Everything from "Knock-Off" Hubs to custom MG heads. Largest sport car catalog published! WRITE TODAY—SUPPLY LIMITED!

(Enclose 25¢ for postage, handling) CONCOURSE INDUSTRIES, Rm. 204-A 14006 Venture Blvd., Sherman Oaks, Calif.

**Now... GET LONGER LIFE  
FOR YOUR BATTERY**

"NEW-LIFE" rejuvenator adds life to old or new batteries... keeps them automatically charged! THINK OF IT! One easy treatment ends run-down battery worries. Get sure starts, greater power even in zero weather. Use 1 box for 6 Volt; 2 boxes for 12 Volt batteries. Rush only \$1.00 per box. Money Back Guarantee.

JSM PRODUCTS CO.

1118 CASTLETON RD., DEPT. 49 CLEVELAND 21, OHIO



'15 METZ touring. Beautifully restored body, uph., top. Has starter, generator, battery. Unique friction drive, chain drive, combination coil & semi-elliptical springs make it interesting antique. \$650. George N. McLean, 511 E. Colfax Ave., South Bend, Ind.

'29 LINCOLN 8 5-pass. phaeton. A rare classic, with alum. body, mahogany runningboards. Driven by orig. owner 70,000 mi.; new valves & bearings. Best offer. C. H. Thorling, Glen Head, N.Y.

'41 CADILLAC vacation wagon. Custom-built from chassis up for western star Charles Starrett. Recently



re-purchased by builder from orig. owner & completely renovated. Asking \$1500. Coachcraft, Ltd., 9015 Santa Monica Blvd., Hollywood 46, Calif.

'39 GRAHAM supercharged 4-dr. sed. Orig. uph. & paint, never been wrecked, all instruments work. Extra supercharger for car. Best offer. James C. Sadler Jr., c/o Fire Station No. 2, 7222 Eureka Ave., El Cerrito, Calif.

'38 HISPANO-SUIZA 12-cyl. sed. 690-cubic-inch engine, twin ignition by double Vertex magnetos. Servo brakes, easy steering & shifting. Stored 17 yrs., 25,000 orig. mi. \$2475. V. A. Corradini, 1148 La Rosa Rd., Arcadia, Calif. Phone DOuglas 7-6352.

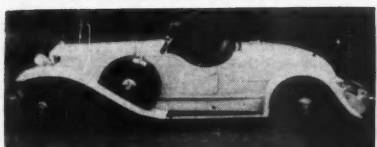
'47 LINCOLN CONTINENTAL with rebuilt Cadillac engine, standard trans. Black & red, with ww's. Exceptionally good body & uph.; 2nd owner. Must sell at \$1200. Mrs. Ken Blakeman, Rt. 1, Phoenix, N.Y. Phone LYsander 33833.

'51 LEA FRANCIS sed. R.H.D., alum. body, 4-cyl. twin O.H.C. Exc. road cond.; real collector's item. \$1500 or best offer. Cyril May, 2109 Trafalgar St., Vancouver 8, British Columbia, Canada.

'25 ROLLS-ROYCE Silver Ghost Pall Mall phaeton in beautiful all-around cond. Can be driven anywhere just as is. \$1795. Will answer all realistic inquiries. R. R. Smith, Box 444, Nocona, Tex.

'10 CADILLAC touring. Nat'l A.A.A. prize winner in '54. All brass, everything orig., cond. could be called new. Asking \$6500. Contact Nathaniel Adelstein, 1700 Calhoun St., Trenton, N.J. Phone EXport 4-5264.

'31 STUTZ BEARCAT straight 8. Restored, cream lacquer with red wire wheels, red leather uph. Over-



head cams, 32 valves. The car you drooled over back in your college days. \$3250. Walter L. Siderio, Paradise, Pa.

'25 STUDEBAKER cpe. In perf. cond., runs beautifully. This car is a beauty, blue paint. Priced to sell —\$400. Earl Haggard, 1802 W. Main, Durant, Okla.

'26 STAR 4 2-dr. sed. Always garaged; mech. O.K. thruout, except needs distributor. 10,700 actual mi. Best offer. Helen Bosch, 309 Third Ave., S.E., Valley City, N.D.

'23 OAKLAND touring sed. Orig. cond., only 6200 actual mi. Side curtains still in factory wrappings; stored since '27. A-1 running cond. \$1200 or best offer. D. Basalone, 1223 S. 48th Ct., Cicero 50, Ill.

'38 CADILLAC 75 limousine. Has been vacation car for big family. Runs fine; can be restored to "new" cond. with minimum effort. Everything orig. \$525. Dick Reineman, 18128 E. Rowland, Covina, Calif. Phone ED 2-0784.

'32 PEEPLESS Master 8 close-coupled sed. Restored & rechromed; black enamel like new; sidemounts. Recent complete engine job. Last Peerless model. \$600. Dr. Robert D. Kemble, 983 Centre St., Newton Centre 59, Mass. Phone LAsell 7-0955.

'26 MODEL T. Restored from 2 cars & new parts. Body no rust, no lead, uph. fair. Driven every day.



A real nice T. \$595. Tom B. DeGroat, 2847 Blue Brick Dr., Donelson 14, Tenn.

'49 DAIMLER conv. sed. Vintage lines, modern

behavior; car of imposing character. Gray, with new hood. Only 40,000 mi. \$1850 f.o.b. New York. C. Wilson, 60 Queens Court, London, W.2, England.

TWO '41 CADILLAC 60 Fleetwood Specials. One has o'hauled engine & can be driven anywhere. Both can be easily restored. Need money, so will sell both for \$500. Also have many other Cadillac parts. Royal G. Letourneau, 730 N. Irvin Ave., Green Bay, Wis. Phone HE 7-1427.

## SELL OR SWAP

'29 NASH 400 sed. Completely orig., cond. like new. Runs perfectly; 22,000 mi. Will swap for good '51 car. Dwight Morris, 404 8th St., Prosser, Wash.

'36 PACKARD 8 conv. cpe. Newly restored; new white paint & top, rechromed, new red leather. Engine o'hauled. Sell or trade for classic 7-pass. touring. Sy Morris, 1610 Circle Ave., So. Bend, Ind.

'26 CHRYSLER 6 rdstr. Partly restored; radiator shell rechromed, brakes o'hauled. Tires, engine good. \$200 or trade for Model T. Body rough. Jack A. Stearns, 52 Burkleigh Rd., Baltimore 4, Md. Phone VALley 5-3870.

'48 MG-TC. Completely rebuilt engine; reconditioned to concours readiness. New paint, top, tires, brakes, steering, instruments. \$2500. Will consider TD or TF in trade. Dave Gronik, 4729 N. Larkin St., Milwaukee 11, Wis.

## WANTED

UNIVERSAL JOINTS (Mechanics—old type) & shaft for '29 Packard Super 8, Model 640. Must be in good cond. State price. Dr. Robert D. Kemble, 983 Centre St., Newton Centre 59, Mass. Phone LAsell 7-0955.

RIGHT FRONT FENDER & door for '34 Studebaker conv. Also right running board with frame brackets. Fender & running board must be for 8-cyl.; 35 parts will fit. James Ellis, 37 Longfield St. N.W., Washington 11, D. C.

SOURCE OF USED PARTS for English '46 or '47 Standard Model 12 or 14, or reasonably complete conv. cpe. of same series. A. R. Maxwell, Griffiss AFB, Rome, N. Y.

ANY SPORTS BODY for '32 Franklin 6. Must be in good cond. R. E. Lower, 2531 S. Limestone, Springfield, Ohio. Phone FA 2-5466.

MOTOR ANNUALS. 1924 to 1932, Motor Monthlies, 1924 to 1930, Automobile Trade Journals, 1924 to 1938; manuals & catalogs of classic automobiles. Top prices paid for mint copies. Sheldon J. Lewis, 1373 E. 12th St., Brooklyn 30, N. Y.

'40 CADILLAC conv. cpe. in good cond. & reasonable. No other year or make cars considered. Pictures requested. William Peters, 895 Union St., Brooklyn 15, N.Y.

# 212 PAGE CATALOG

## FREE FREE

—16 pages of last minute NEW items!

## FIRST 1957 ACCESSORIES

parts for your car, truck, hot rod, custom car or station wagon

**Just Mail Coupon!**

**SAVE UP TO 50%**

Get the new edition of the world's largest and most complete auto equipment buying guide catalog—212 pages! It saves you UP TO ONE-HALF on ALL your automotive needs. Includes thousands of brand new last minute releases of accessories and parts for your car, truck, hot rod, custom car or station wagon for models from 1920 through 1957. This new catalog features the latest Hollywood and Custom equipment not yet in stores... new High Speed Parts... as well as hard-to-find exact replacement parts for old and current models alike! Includes NEW 1957 Accessories.

**Buy Direct By Mail From Whitney® —and SAVE MONEY**

Our tremendous buying power and huge volume enable us to cut prices to rock bottom. You actually save up to 50% and more! We stock over 75,000 items, ready for immediate shipment—with new, improved facilities to speed up service on every order. This is our twentieth year. Your satisfaction guaranteed on every order or your money back! Rush coupon for your FREE copy of new catalog. Please enclose 25c in coin to help pay part of handling and mailing costs (refunded on first \$5 order). Mail today!

**FREE CATALOG COUPON!**

J. C. Whitney & Co.  
1917 (O-1) Archer Ave., Chicago 16, Ill.

Please rush your giant 212 page Catalog describing world's most complete line of auto parts and accessories—over 75,000 items at lowest prices. (Please enclose 25c to cover part of cost, which will be credited to you on first \$5.00 order.)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Motor Sports

by Paul Sorber, Sports Editor

## SCCA Springs a Startler at Palm Springs . . .

**D**AWN BROKE early at Palm Springs November 3rd, but instead of the usual songs of waking birds, the crystal-clear desert air was pierced by the cackling of sports car exhausts, *thousands* of them! The last '56 Sports Car Club of America National Championship Road Races were about to commence at the Palm Springs Airport.

The entry list was not the largest seen locally, but the machinery collected from all over the U.S. was *very* impressive. Practice commenced at 10:15, and there was considerable discussion of lap times of John Edgar's 4.9 Ferrari with Carroll Shelby behind the wheel, and George Tilp's 3.5 Ferrari with Phil Hill up. Wagers were made (to my later sorrow) as to who would beat whom during Sunday's races, with the results of practice and qualification races supposedly giving the tip-off on finishing orders. Dick Thompson's Corvette ran out of brakes but still qualified for the No. 2 grid position alongside of Paul O'Shea's Mercedes 300-SL.

Qualifications finished, everyone retired to the local pubs for hours of bench racing and some imbibing. (Some of us never did find our way to our hotel rooms.) Sunday dawned on the same sports cars and their haggard drivers. Many aspirins later, the first race, (10 laps, under-1300 cc production and under-1500 cc sedans) finished, with three 1290 cc Alfa Giuliettas in the lead, driven by Dick Morse, Walt Garlick, and Leon Miller. Time: 28 minutes, 31.0 seconds; average speed 64.4 mph. Seventh overall and first sedan was Ron Pierson's Volvo, finishing ahead of five MG-TDs.

Bob Oker stormed across the finish line three seconds ahead of E. (Elvis?) Forbes-Robinson in the third race, with Oker driving Savin's E-class A.C. Bristol to a beautiful beat over the larger D-class Forbes-Robinson Austin-Healey. Over a minute behind was Don Dickey's F-class Porsche Carrera coupe and six more Porsche Carreras and Speedsters.

The 35-lap under-1500 cc modified race was the most exciting of the meet. At the start, Bob Drake's Cooper led into the first turn and held second place to Pete Lovely in the Porsche 550-RS until about the third lap when Drake pulled into his pit. Feverish activity took place, with mechanics scrambling around like a bunch of animated cartoon characters. Over a minute later, the Cooper pulled back onto the course in eighth place. Drake, once considered for the "World's Worst Driver Trophy," gave one of the hardest and neatest exhibitions of driving skill we've ever seen, gradually eating up the lead and screaming past the place cars. Lap times on the three-mile circuit dropped toward 1:15, and Drake was clocked at over 130 mph in the back straight. With but a few laps remaining, the "Big C" was in second place and his pit crew was flashing the remaining laps and the number of seconds lacking for a first place trophy. On the last lap, Drake dove hard through a corner, almost lost it, then passed Lovely to win with a four-second lead. Richie Ginther and Jack McAfee took the next two places, and the race time was 82 minutes 56 seconds for a 76.6-mph average speed for the Cooper, in spite of the minute out.

Race 6 was the Corvette-Mercedes tilt, with a few Jaguars thrown in for variation. The cars exploded away from the start-finish line in a cloud of smoke, and jammed into turn one in a fender-bashing spree that left us wondering if anyone would get through it. Amazingly, they did, and the scene was set for another nerve-wracking duel for first place. O'Shea's Mercedes dropped out on the third lap

with a broken oil line, leaving Jack Bates (300-SL) still holding his first place, and the Corvette in second having just passed Rudy Cleye's 300-SL which was running third. Bates had about a four-second lead and was cornering as fast or faster than the Corvette, but Thompson picked up about two car lengths per lap.

On the 15th and last lap, Thompson cornered very hard on the inside of Bates and out-accelerated him to the next turn. Coming out of turn 11 into the start-finish straight, the Corvette held its lead and took the checkered flag about 100 feet ahead of Bates' Mercedes, with Cleye about 400 feet behind in his SL.

This brings us to the big-bore 35-lap main event, the modified over-1500 cc race. Carroll Shelby, the '56 SCCA National Champ, was slightly favored over Phil Hill, with some speculating that Hill might overcome the disadvantage of less power with faster cornering. Shelby led from the start, and it soon became obvious that his big 4.8 Ferrari was too much for Phil Hill's 3.5 Ferrari, and that his driving was at least as good as Hill's. Shelby seemed to be toying with the competition, and Hill found it almost impossible to pick up any of the gap separating them. Hill did pass Shelby near the end of the race, but was re-passed on the same lap and gradually lost ground. Finishing order was Shelby, Hill, and Harold Erb (D-Jaguar), with an elapsed time of 80 minutes 16 seconds for an average speed of 78.55 mph.

Regrettably, the Cooper-Climax which Drake drove to victory was rather badly trampled by a crowd of well-wishers, and was unable to compete in the big event, which it was qualified to do. Lap times of the Cooper were as good and, on several instances, better than Shelby's, leading us to believe that it could have taken an easy third, if not a first!

## A Flying Ford, With Salt on Its Tail . . .

DUANE CARTER, USAC Director of Competition, has sent us an 18-page press release listing the records set by a '57 Ford Fairline Victoria during a 50,000-mile endurance run on the Bonneville salt flats. For 19 days and nights, the Ford's V8 hauled the car around a 10-mile circular course, with a team of 14 drivers alternating at the wheel.

History's longest left turn began at 1:50 P.M. Sunday, September 9, and as the hours rolled by, the records began to fall. At the end of the run, the average speed stood at 108.16 mph, and a total of 458 national and international records had been replaced. If you're interested in the figures, you should be able to get a set from your local Ford dealer by now. Salting a bird's tail may let you catch him, but it doesn't seem to hold the Fords down!



PHOTOS BY BOB D'OLIVO

**BEFORE AND AFTER.** Dick Thompson's Corvette nudges the starting line as Al Torres waves the green flag. Just 15 laps later, he's back, without his companions.



**CARROLL SHELBY** leads Phil Hill down the back straight, and that's how they finished.



**TOM McCAHILL**  
Mechanix Illustrated  
Magazine

## "An English-built Ford grooves the curves like a cannonball dropped thru a chimney"

SAYS TOM McCAHILL

Tom McCahill, world-famous automobile writer for MECHANIX ILLUSTRATED, reports on the Zephyr Mark II English-built Ford:

*Distinctive styling*... "good looking... excellent quality." *Powerful performance*... "The Zephyr bats out 0-60 mph in 17.2 secs. ... Top speed 86 mph, means you can cruise any turnpike easily at top legal speed." *Easy handling*. "... its neat size is simpler for whipping through traffic and parking ... the shift pattern is American ... 3-speed gear box." *Roomy comfort*... "The back seat comfort is superior to many domestic cars ... makes even a 6' 4" man comfortable on a long trek." *Test drive the right-model English Ford for your family today—11 models to choose from.*

### A FORD PRODUCT

Sold and serviced in U.S. by selected  
dealers of Ford Motor Co., Dearborn, Mich.



At high speed the ZEPHYR MARK II takes a curve with ease and safety.

## SAVE \$700 and UP "DRAGSTER-500" TURBO-ELECTRIC SUPERCHARGERS

Pat. Design



**\$99.50 AND YOU ASSEMBLE**

**COMPLETE**

**\$149.50 FACTORY ASSEMBLED**



6 HRS. FOR ASSEMBLY AND INSTALLATION  
1/2" CAPACITY DRILLPRESS REQD.

### NOTHING ELSE TO BUY

Why pay \$800 for a full race engine? Supercharging is the simplest way to get significant power boosts (40% and up). Operate at will—flip the switch to the off position and enjoy the smoothness and economy that only an unmodified engine offers.



2 HRS. TO INSTALL  
GUARANTEED & APPROVED

### TYPICAL 0-60 M.P.H. PERFORMANCE

| MAKE                     | Stock | With Dragster |
|--------------------------|-------|---------------|
| Ford V-8 Fordomatic      | 12.5  | 8.1           |
| Lincoln Capri            | 12.4  | 7.9           |
| Cadillac -62-            | 10.0  | 6.8           |
| Oldsmobile Super-88      | 10.6  | 7.0           |
| Chevrolet V-8 Powerglide | 12.3  | 7.3           |
| Buick Century            | 9.8   | 6.4           |
| Mercury Mercumatic       | 11.9  | 7.5           |
| Chrysler New Yorker      | 10.8  | 7.6           |
| Thunderbird              | 9.5   | 6.2           |
| Dodge V-8 Powerflight    | 14.5  | 8.7           |

### Engineering Features

- **Low Cost**—The "Dragster 500" is the most inexpensive supercharger available. Supercharging adds more H.P. per dollar than any other means that may be used to increase H.P.—The Dragster simply crams more fuel-air mixture into the cylinders under pressure, resulting in a much higher H.P. output.
- **Variable Output**—The Dragster features a patented electro-pneumatic load balance system, which automatically supplies the engine with additional volume upon demand.
- **Independent Drive**—The Dragster does not burden the engine with excessive loads, but simply uses a small amount of stored energy from your battery, leaving your engine free for rapid accelerations. No pulleys. No belts. No modifications.
- **Self Lubrication**—The complete power train including all bearings and gears operate submerged in an oil bath reservoir. This complete and thorough lubrication insures the unit of a long trouble free life.

UNITS NOW IN STOCK FOR ALL EUROPEAN AND AMERICAN MAKES. ALSO AVAILABLE FOR MARINE ENGINES AT THIS SAME LOW FACTORY TO YOU PRICE.

### TRECO PRODUCTS CO.

1106 W. PEACHTREE ST., ATLANTA 5, GA.

ENCLOSED FIND \$10.00 DEPOSIT.

Please ship ☐ unassembled ☐ assembled supercharger  
I will pay balance upon arrival.

Make of car \_\_\_\_\_ Year \_\_\_\_\_

No. of cylinders \_\_\_\_\_ Battery voltage \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



FROM THE

Rear

SEAT

## Fusion? Or Confusion?

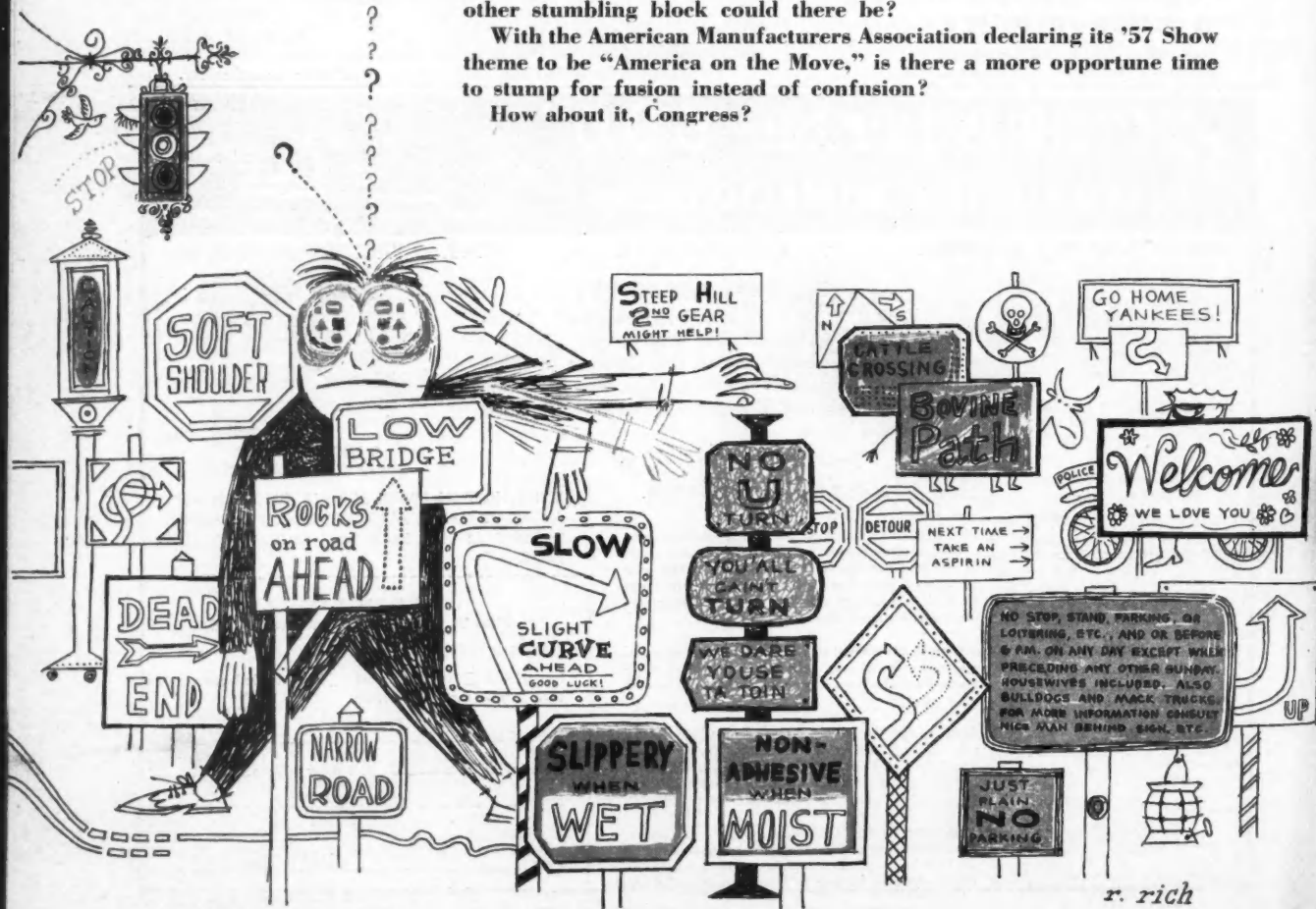
**F**OR MORE YEARS than we care to remember we have been confused while travelling cross-country by the lack of uniformity in road signs, speed limits, traffic lights, and the hand signals of drivers in front of us. There has been more than one time when we have become so rattled by these inconsistencies that we have avoided an accident by the thickness of our car's paint.

It seems so illogical that one state would have a round red sign that gives the same warning as the octagonal yellow sign used in another state. Or that one state would have a colored centerline to indicate no passing, while others use a double line. Or that a left turn is signalled by the driver in one locale by pointing his arm straight out, while elsewhere it is indicated with a circular motion.

With millions of motorists on the move every year and more to come each succeeding year, it seems to be the opportune time to establish a uniform vehicle code. It certainly could not affect the sovereignty of a state to coordinate its vehicle laws with all other states. And what other stumbling block could there be?

With the American Manufacturers Association declaring its '57 Show theme to be "America on the Move," is there a more opportune time to stomp for fusion instead of confusion?

How about it, Congress?



*r. rich*

# BOOKS

# FOR "ACTIVE" MEN

Books by experts—with facts and practical information, all profusely illustrated!



## ARCHERY ADVENTURES

First popular priced book on this fascinating hobby that is attracting new enthusiasts by leaps and bounds. Howard Hill, acknowledged master archer, gives you the real facts about hunting predators and big and small game with bow and arrow, for meat as well as for sport. Share his adventures in this fascinating book; learn the art of stalking game—"hunting the hard way." Read his thrilling stories on successful hunts for buffalo, bobcats, mule deer, mountain sheep, alligators and even hunting game fish underwater. Chapters describe how to make your own bows, strings and arrows; fine points of using archery equipment.



## JAZZ AMERICANA

The story of jazz and the fabulous bands and musicians who made this strictly American form of modern music. From the opening pages giving the first good definition of jazz, you'll find dozens of pictures of jazz greats of all time, pictures unobtainable elsewhere. Read the growing pains era, in poverty, through the roaring twenties, then swing and the big band era, and contemporary evolution. Most important is the discography—a guide to more than 10,000 most enduring jazz recordings, grouped by Traditional, Big Bands, Small Bands and Combos, Piano Jazz and Anthology sections.



## PLEASURE BOATING

How to get more pleasure from your outboard boating time; here's a fact-packed book that's for you whether you are a beginner or veteran boating enthusiast. All about motors—facts about 113 different models and a table for choosing the right boat and motor combination. All about boats—a complete analysis of all types, from the canoe type to small cruisers. Helpful hints on boat and motor maintenance can save you money. One complete chapter of importance tells how to lengthen the life of your boat with fiberglass; supplies needed plus step-by-step illustrated directions.



## SPORTS CARS

Your guidebook to driving pleasure...43 most popular sports cars on the road today, illustrated, with full descriptions and specification tables that tell what makes them so popular...and why nearly everybody wants one. Sports Cars is dedicated to showing you how to get more pleasure in your motoring, getting peak performance out of a handful of horsepower, undreamed of handling qualities. For the true enthusiast the complete specification tables alone are worth far more than the modest price of the book. Speed-minded fans will find special facts in the section on the world's fastest competition sport cars.



## WAGER AND WIN

You can win with this expert's guide to scientific handicapping, resulting from years of study of horses, their ailments and behavior patterns. Not a news pick or tip sheet—this book gives you the basic points to watch, to remember, and to build up a racing knowledge to combat expensive hunches. Here are secrets of pari-mutuel betting, and here is revealed a method of betting that can make for profitable wagering over a long haul. The book also contains many photos of renowned horses and America's finest tracks and breeding farms.



## UNDERWATER

The skin divers' manual, by Bill Barada, king of them all. The new and fascinating world beneath the waves is yours for the diving when you head down into the world's last frontier. This book covers the full range of skin diving from the simplest snorkel - face plate-rippers to the fully-equipped scuba diver. Bottom hunting for game fish, for sunken treasure, underwater photography plus safety suggestions and decompression charts. Skindiving offers real adventure—and this book is the key to this amazing new sport which offers entertainment and fun for the whole family.



## HAND GUNS OF THE WORLD

The fascinating saga of the hand gun is told for the first time in this new book at popular prices. If you shoot, collect or have any special interest in pistols and revolvers, this is for you. From the initial pages on the history of hand guns to the chapters on their care and repair, you'll find it packed with practical information you can use. Inside facts on how to buy handguns whether as collector pieces or for shooting tell you the market prices as well as data on manufacturers and specifications. Read the secrets of accurate shooting, the quick draw; the Colt; handgun ammunition.



## HOME MUSIC SYSTEMS

To bring the magic of the concert hall into your home is the goal of this book. High fidelity home music installations are easy to do, with components so easy to assemble; here are the basic facts about hi fi reproduction systems; too, here are dozens of the finest installations, built in units, on-a-wall types, and movable set-ups for utmost flexibility. Easy ways to expand your hi fi center to outdoor living areas, and many pages of latest facts on choosing speakers, speaker cabinets and simple ways to expand your music system with extension speakers.

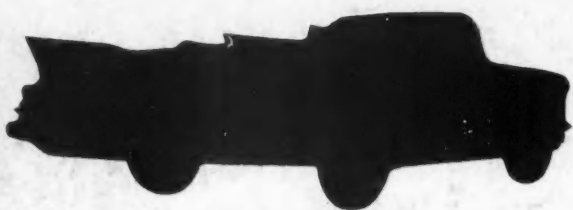


## WORLD'S FASTEST CARS

Read this fascinating story of the half-century of fast cars, the men who made them and drove them. From the early racing days with electricity, steam and gas powered buggies to today's fast specialists bred for the track is a fascinating story of a running battle with time, nerve, and death. Here are the fabulous days of racing on the sands, for lack of better speedways; the Millers and Buensbergers, Mercedes, Bugatti, Maserati, Alfa-Romeo and Blitzen-Benz. Here, too, are the fascinating racers on salt and sand—the Gold- en Arrow, Bluebird and Railton.

ONLY **75¢** EACH AT YOUR NEWSSTAND NOW!

Or if your dealer cannot supply you, send 85c per book (to cover postage, etc) to:  
**TREND BOOKS**  
5959 Hollywood Blvd., Los Angeles 28, Calif.



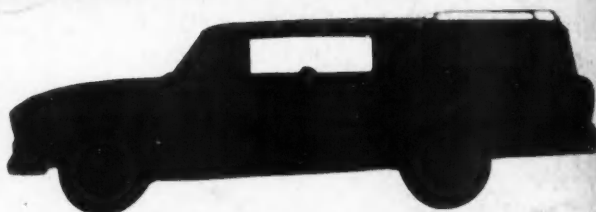
CADILLAC



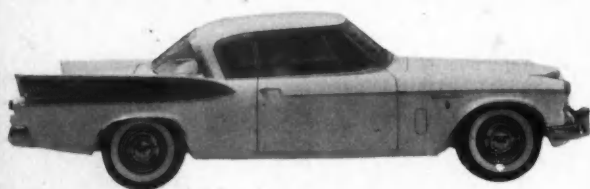
CHRYSLER



DESOTO



RAMBLER



STUDEBAKER

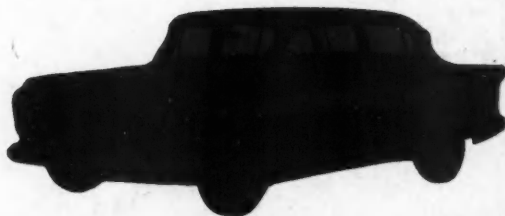


LINCOLN

# MT '57 SHOW ISSUE!



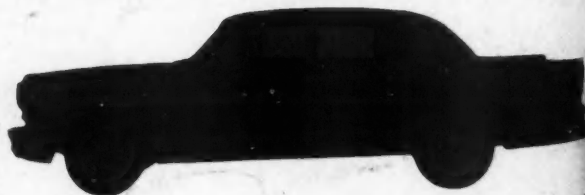
THUNDERBIRD



NASH



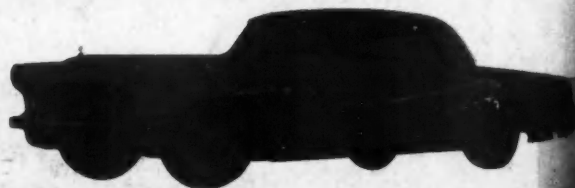
IMPERIAL



HUDSON



CORVETTE



CONTINENTAL



